BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

RADIO

Radio has been called upon to fulfill a destiny that it has prepared for through years of peacetime service. • American radio has taken on a vital job. With transmitters throughout the nation reaching to crowded cities and remotest farms—wherever there are people—Americans are informed . . . on the instant . . . of the victory effort. • Radio, the free American way, in war as in peace, is doing its job *well:* A *vital* job of linking a determined nation in an united effort. • On the eve of the 20th annual convention of the National Association of Broadcasters, Station WLS salutes its fellow stations throughout the nation, proud of our affiliation with them in a common purpose—Victory, final and complete.

WLS
CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX •, **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

More than 100 types of tubes for use in Commercial Broadcasting, Point to Point Communication, Ultra High Frequency Transmission, Electro Medical Apparatus, High Voltage Rectification and many Industrial Applications.
TRANSMITTING
Amperex
TUBE
HF-3000

Now, this is a WAR!

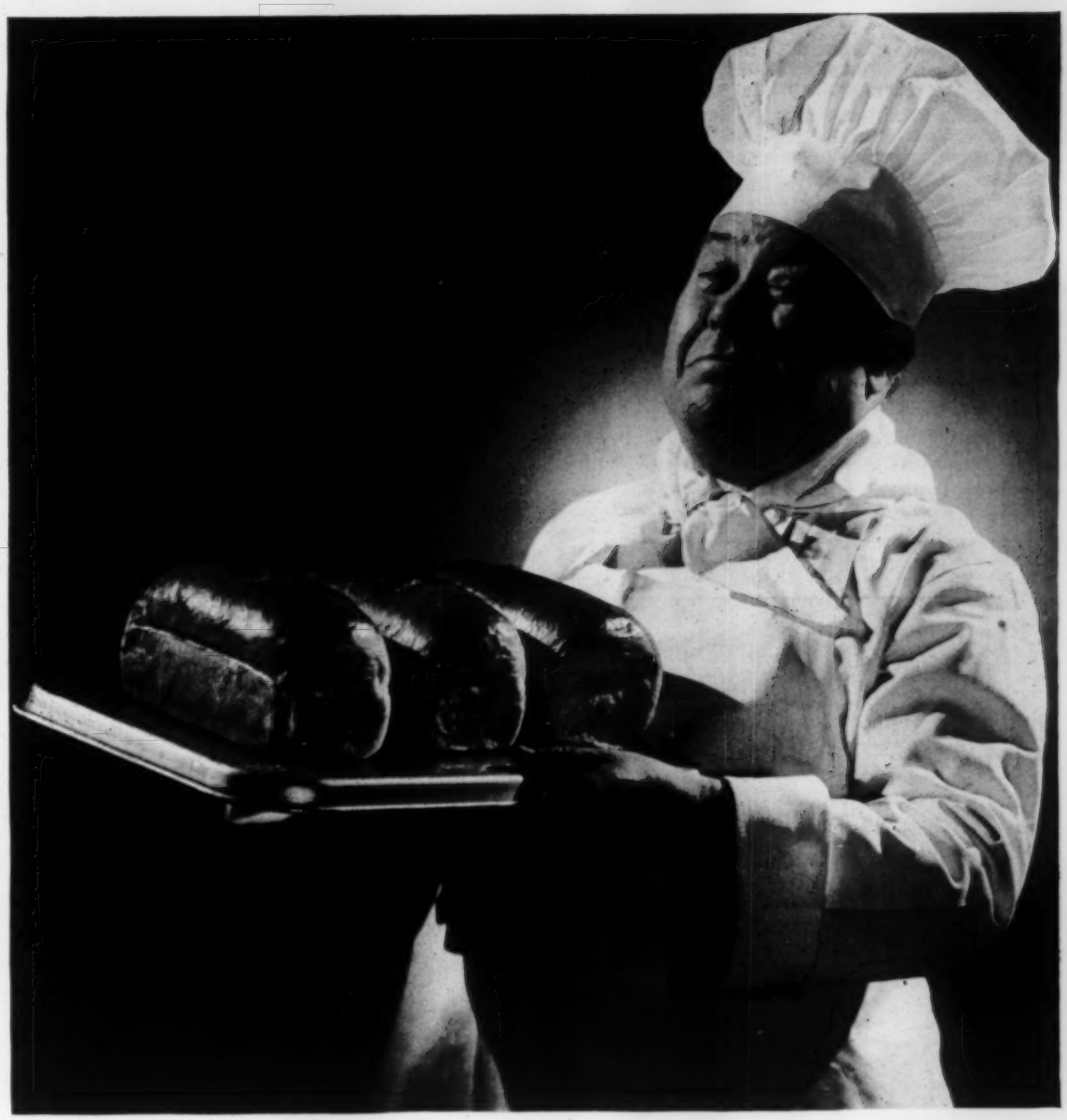
"A TOTAL WAR! A war in which the fighting man DEPENDS upon radio for his information, his orders and his very life.

"And that odd-shaped bottle is an ultra-high frequency, high-power, air-cooled transmitting tube. Thousands of these, as well as other AMPEREX types, are in 'front line' service.

"Folks back home subordinate their civilian requirements to such military needs. It's an 'all-out' war calling for sacrifices from all of the people."

AMPEREX ELECTRONIC PRODUCTS

79 WASHINGTON STREET BROOKLYN, NEW YORK



Get All 3 in Hartford

There's no need to settle for one loaf in Hartford, when your appropriation can afford three! Get WDRC's bountiful combination of coverage, programs and rate —and do the big job called for in this important market. WDRC's Primary Area is Connecticut's *1st* Market—more than a million people with the highest Effective Buying Income in 48 states. Write Wm. Malo, Commercial Manager, for the facts and figures.

BASIC CBS HARTFORD

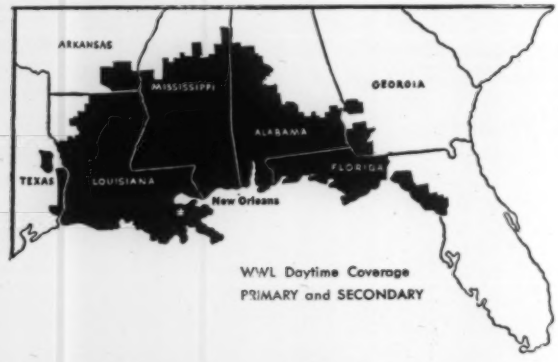
WDRC

CONNECTICUT'S PIONEER BROADCASTER

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Praise from Pasadena

Sales for you right here . . .



You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

It's interesting to know that your Deep South programs over this 50,000-watt, clear-channel station will be heard and appreciated in the depths of the Canadian wilds and by long-distance fans everywhere.

But it's far more important to realize that through WWL you dominate New Orleans and a big slice of the prosperous Deep South.

The greatest selling POWER in the South's greatest city

CBS Affiliate—Nat'l. Representatives, The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 22 • NO. 19 MAY 11, 19

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Subscription $5.00 a Year • Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

PSST! WANT TO BUY A NEW WASHER?

Get better results in the big farm markets (without being soaked) by using KFAB. Farm listeners *like* KFAB. It's "their" station. You can "clean up" on Monday or any other day. You need KFAB for thoroughly bright, sparkling sales throughout Nebraska and her neighboring states.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB
LINCOLN

THE Fifth ESTATE

BLACK DIRT AND BEETHOVEN

SHOULD you happen in Frank Jenkins' home anytime soon you'll probably be impressed with a Louis XIV chair, a library including the works of Shakespeare and a period cabinet modern radio. Frank, lean and bronzed, will prove a delightful conversationalist, discussing with equal ease, Socrates and Schopenhauer or black dirt and Beethoven.

No, Frank Jones is no college professor, no industrialist, or man of the arts. Frank is one of the six million farmers who have been educated, entertained, and enriched through the speakers of their 9,470,900 radio sets.

Yes, the old adage is true. "Radio has meant a lot to the farmer." But there is another side to the story.

"The farmer has meant a lot to Radio."

Enthusiastic and loyal, he and his family are the most consistent and avid radio listeners of any single group in the United States. They respond quicker and in greater numbers to advertisers' messages than any other radio class (witness, for example, the 60,000 letters that poured into WSM week after week in response to one farm show . . . the "Grand Ole Opry.")

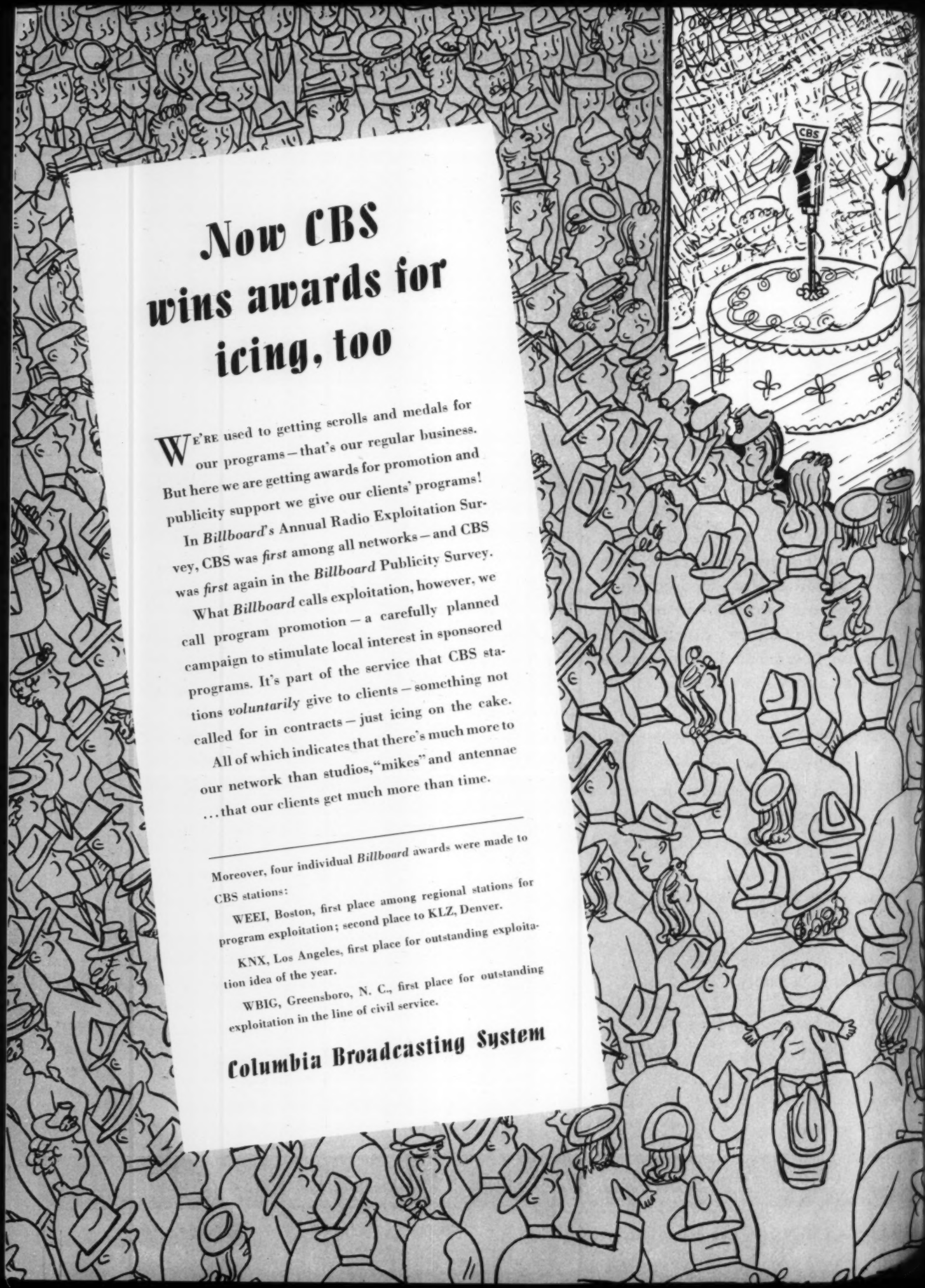
This unswerving faith has played such an important part in the success of Radio that advertisers competing for their share of the farmers' $10,352,000,000.00 spendable income rarely ask: "What medium?" Rather . . . "What station?"

A part of the great Fifth Estate, WSM, whose coverage is half urban and half rural, is grateful to the American farmer for his zealous loyalty to WSM and WSM advertised products.

W Air Castle of the South &
50,000 WATTS CLEAR CHANNEL
WSM

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES. EDWARD PETRY & CO., INC.



Now CBS wins awards for icing, too

WE'RE used to getting scrolls and medals for our programs—that's our regular business. But here we are getting awards for promotion and publicity support we give our clients' programs!

In *Billboard's* Annual Radio Exploitation Survey, CBS was *first* among all networks—and CBS was *first* again in the *Billboard* Publicity Survey.

What *Billboard* calls exploitation, however, we call program promotion—a carefully planned campaign to stimulate local interest in sponsored programs. It's part of the service that CBS stations *voluntarily* give to clients—something not called for in contracts—just icing on the cake.

All of which indicates that there's much more to our network than studios, "mikes" and antennae ...that our clients get much more than time.

Moreover, four individual *Billboard* awards were made to CBS stations:

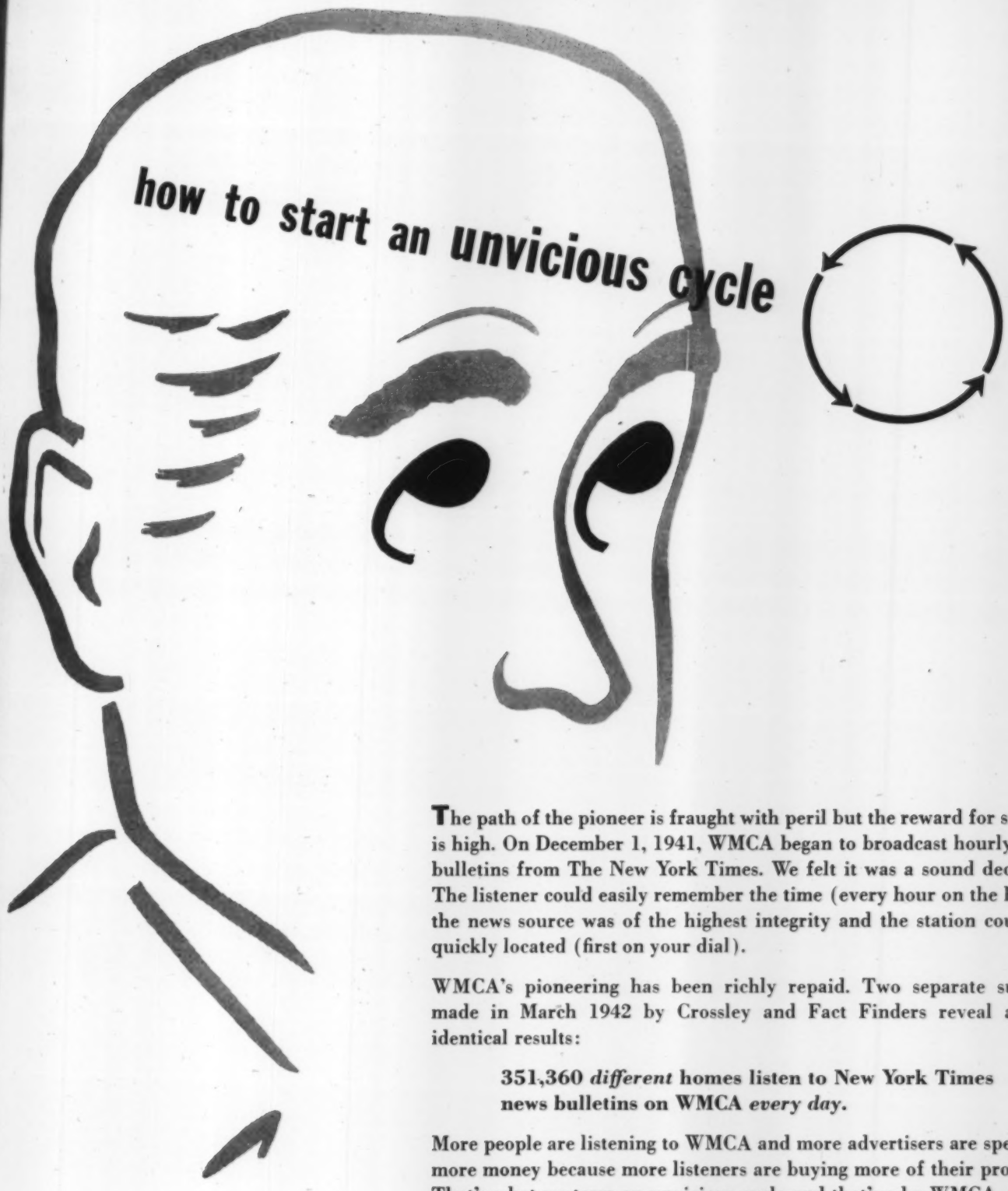
WEEI, Boston, first place among regional stations for program exploitation; second place to KLZ, Denver.

KNX, Los Angeles, first place for outstanding exploitation idea of the year.

WBIG, Greensboro, N. C., first place for outstanding exploitation in the line of civil service.

Columbia Broadcasting System

how to start an unvicious cycle



The path of the pioneer is fraught with peril but the reward for success is high. On December 1, 1941, WMCA began to broadcast hourly news bulletins from The New York Times. We felt it was a sound decision: The listener could easily remember the time (every hour on the hour), the news source was of the highest integrity and the station could be quickly located (first on your dial).

WMCA's pioneering has been richly repaid. Two separate surveys made in March 1942 by Crossley and Fact Finders reveal almost identical results:

351,360 *different* homes listen to New York Times news bulletins on WMCA *every day*.

More people are listening to WMCA and more advertisers are spending more money because more listeners are buying more of their products. That's what we term an unvicious cycle and that's why WMCA, today, is the number one station for any New York spot schedule.

America's leading independent station

WMCA ***New York***

First on your dial... now first for news

Western Representative: Virgil Reiter & Co., Chicago

Who else could tell so

so many so much—so fast?

America is depending on its Broadcasting System—and on you men of radio who direct this tremendous power—to set the whole nation in motion, to inform, to cheer, to strengthen the will to win.

Western Electric has provided many of the facilities for accomplishing this important task. Western Electric takes even greater pride in its present job of producing vast quantities of communication equipment for the United Nations.

DISTRIBUTORS: In U. S. A.: Graybar Electric Co., New York, N. Y. In Canada and Newfoundland: Northern Electric Co., Ltd. In other countries: International Standard Electric Corporation.

Western Electric

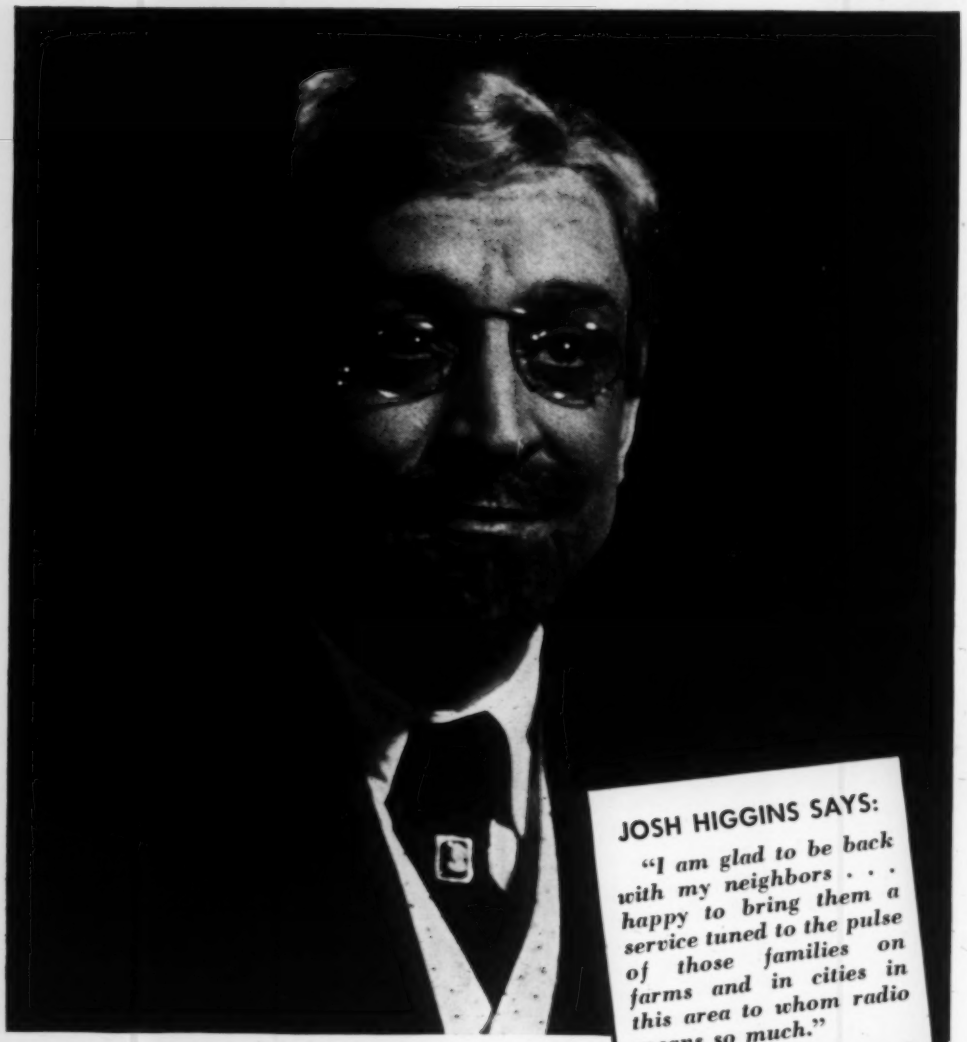
KXEL

50,000 WATTS

★ CLEAR CHANNEL ★

BASIC BLUE NETWORK

New in IOWA



JOSH HIGGINS SAYS:

"I am glad to be back with my neighbors . . . happy to bring them a service tuned to the pulse of those families on farms and in cities in this area to whom radio means so much."

★

The station is new . . . the technical facilities are the finest. More important is the personality behind KXEL. He is an old and respected friend of the Iowa radio audience. With 50 K.W. clear channel, a potent voice carries your broadcast message to the heart of the world's No. 1 agricultural area. It is a market with tremendous purchasing power . . . rich . . . active . . . receptive.

JOSH HIGGINS BROADCASTING CO.

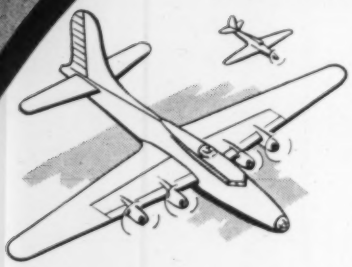
Joe DuMond, President
Insurance Building
Waterloo, Iowa

REPRESENTED BY JOHN BLAIR & CO.

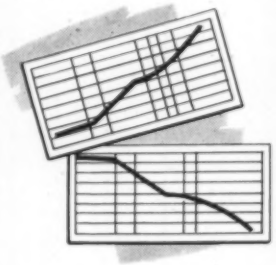
Follow
THE RIGHT
COURSE
with
WPEN
PHILADELPHIA
"The Station That Sells"
950 ON THE DIAL
5000 WATTS

Take a number f

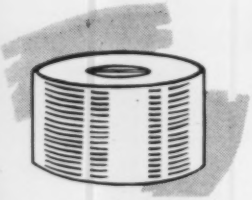
. . . and you'll find ANOTHER GOOD REASON for . .



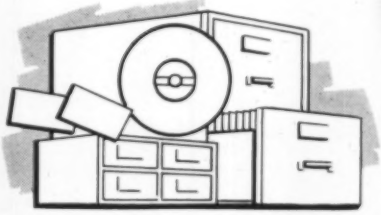
1-Size Well over 2,500 musical selections in the Basic Library . . . Meets every musical program need without tiresome repetition of selections . . . an endless procession of well-balanced programs . . . basic kept new and fresh by constant deletion of old and outmoded music.



2-Quality Every selection is recorded by the definitely superior Orthacoustic method, which provides a frequency range of from 30 to 12,000 cycles, with the absolute minimum of distortion . . . the utmost in realism . . . Discs made of the new wonder material, V-257 . . . unbelievable wearing qualities, amazingly low surface . . . Superior quality is confirmed by the many FM stations now using Standard.



3-Monthly Release Standard Radio supplies far more selections each month than any other service . . . over 100 every month, released twice each month to assure freshness . . . In addition to adequate coverage of ASCAP music, Standard still supplies the largest monthly release of BMI and non-ASCAP music.



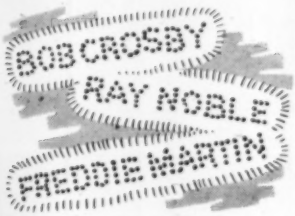
4-Filing and Indexing More valuable, more appreciated under war conditions then ever before is Standard's time-and-trouble-saving filing and indexing system . . . Today, when stations are on the air more hours per day, often with depleted staffs, program directors rely on Standard's simple yet complete filing system to help them build programs and assemble discs with a minimum of time and effort . . . No other system offers as much information on selections, or in such available form.

5-Salability The Standard Radio Program Library is famed for "the commercial touch" . . . the vast musical resources of the Library lend themselves easily to the creation of sparkling, *sponsorable* shows, and Standard's Continuity Service provides a wealth of ready-built shows (64 per week), which are complete to original opening and closing themes!

KEEP 'EM V SPINNING

...from 1 to 10...

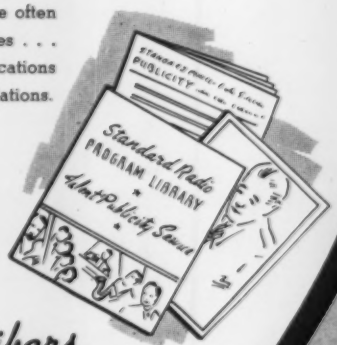
... STANDARD RADIO'S *Leadership in Library Service*



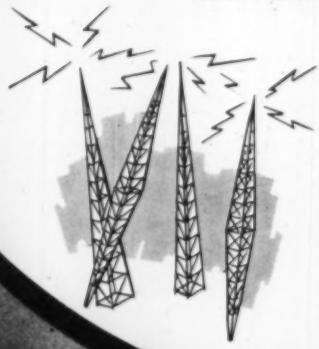
6-*Names* Standard's impressive list of "big-names" is tops in transcriptions: Ray Noble and his Orchestra, Bob Crosby and his Dixieland Band, Alvino Rey, Freddie Martin, Jack Teagarden, Duke Ellington, Ozzie Nelson, Abe Lyman, Dave Rose, and Ted Fio Rito—the brightest stars in the popular music firmament . . . and names of equal brilliance in the Concert, Vocal, Novelty, Instrumental and Hillbilly fields.

7-*Showmanship* That rarest of all radio attributes—Showmanship—characterizes all Standard Radio production . . . the result of inspired selection of talent and its unique projection . . . There is a touch of the different and unusual in Standard Radio . . . a distinctive "something" that catches on with both sponsors and listening public.

8-*Merchandising* Offered as a bonus to Standard Radio subscribers, Standard's SPOT-ADS are often a worth-while source of increased income—especially significant in these times . . . These short, clever dramatized commercials are readily salable to leading classifications of local sponsors, and are being used with sensational success by hundreds of stations.



9-*Publicity* News stories, glossy photographs and newspaper mats on all outstanding Standard artists are supplied in kit form . . . Twice each month fresh material is supplied on new artists or releases.



10-*Largest list of Subscribers*

In the last analysis the measure of the merit of any library service is its list of subscribers . . . Standard Radio has *more* subscribers than any transcription library service: 278 stations in the United States, 10 in Canada, 8 in Mexico, 3 in South America, 7 in Central America, 1 in Hawaii, and a few others like Singapore, Manila and Radio-Paris . . . *who will be back later!*

At the **STATLER HOTEL**
on deck
for the Convention
in SUITE 631
MAY 11-14

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIO

ARTHUR B. CHURCH

PRESIDENT, KMBC, KANSAS CITY

1913-1916—Wireless amateur in school and college; attained U. S. Radio Operator's License Commercial First-Class; built Stations 9WU and 9YO; sold radio equipment by radio to amateurs and schools. One of the first, if not the first, to use radio as a selling medium.

1917-1919—Organized radio training at Graceland College; enlisted in Signal Corps and taught radio until after Armistice.

1920—Founded Central Radio School and Central Radio Company. Sold first "factory-built" DeForest radiophone station in Mid-West.

1921-1936—Built WPE, now KMBC, 16th Basic Station CBS; first affiliate to originate daily Coast-to-Coast network programs on CBS and telecast same locally. Active in industry affairs; 10 years Director or Officer of NAB.

1937—Founded Midland Radio & Television Schools now training 5,000 enlisted men yearly.

1942—Member: Executive Board, Communications Advisory Board, Public Relations Advisory Board, Kansas City Civilian Defense—and very active President of KMBC.

WE don't know who coined the words "station personality", but we do know that Arthur Church was about the first man in America to *develop* such a thing for his station. To begin with, it was Arthur Church who pioneered many of the industry's present-day ethical standards, by which the radio listener is now so universally assured of clean and palatable entertainment. With that philosophy, with the famous Arthur B. Church Programs, and a dozen other individual features, Arthur Church's KMBC has originated more than 3000 network shows—has built a station personality that is unique in America.

"Personality", according to Webster, is *that which constitutes distinction of person; individuality*. Here at Free & Peters, we are constantly striving for a corporate "distinction of person" that is a little bit different from that of any other outfit in this business of radio-station representation. We want to be known for the thorough, competent, dependable and "heads-up" *job* we do. We want to be distinguished by the sincerity and trust-worthiness of our policies, our recommendations, and our people.

Merely to feel that way is, we believe, fairly distinctive. And judging by the way our business is increasing, you agencies and advertisers recognize the distinction, too. That's what gives us the biggest kick of all, here in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
...IOWA...	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
...SOUTHEAST...	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
...SOUTHWEST...	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
...PACIFIC COAST...	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan, Franklin 6373 — NEW YORK: 247 Park Ave., Plaza 5-4131 — SAN FRANCISCO: 111 Sutter, Sutter 4353 — HOLLYWOOD: 1512 N. Gordon, Gladstone 3949 — ATLANTA: 322 Palmer Bldg., Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 22, No. 19 WASHINGTON, D. C., MAY 11, 1942 $5.00 A YEAR—15c A COPY

1,100 At Cleveland for War Convention

20th NAB Meeting to Tackle Problems Of Industry, Hear Federal Officials

THE NATION's broadcasters and their satellite operators—1,100 strong—have converged on Cleveland for the 20th annual convention of the NAB May 11-14, to learn how to harden themselves for operation on wartime rations and at the same time keep inviolate a free, competitive system of broadcasting.

The keynote, from the drop of President Neville Miller's gavel Monday morning, will be "Radio in Wartime", with a blue ribbon slate of governmental public relation chieftains on hand to expound their ideas of peak war performance. It will be something more than ordinary speechmaking, however, because the military high command appreciates the potency of radio in a war economy and seeks furtherance of the effort to mobilize radio as a sort of fourth arm of the war offensive.

Government Ghosts

Were the industry able to go all-out for war operation and forget the heartaches of crackdown regulation, litigation, labor incursions and other crusades and disagreements that stem from Government and private organizations, which evidently don't realize a war is on, the convention agenda would be simple. But all these elements are present, plus the threatened downward spiral of business and a smattering of intra-industry dissension provoked in some measure from Government quarters evidently operating on the "divide and rule" philosophy.

From the standpoint of industry interest, there has never been a fuller convention agenda. This is reflected also in the fact that advance reservations, according to eleventh-hour reports from C. E. Arney Jr., NAB secretary-treasurer, and John Patt, WGAR president and chairman of the housing committee, indicate a gross attendance of about 100 more than the record-smashing total of 1,000 last year. Voting delegates may reach 450, another record.

There will be many celebrities among the speakers and guests. The keynoters include such outstanding men in public life as Archibald MacLeish, director of the Office of Facts & Figures; Paul V. McNutt, Federal Security Administrator, and head of the new War Manpower Commission; Byron Price, Director of Censorship; Hon. Humphrey Mitchell, Minister of Labor of Canada, who will be in civilian dress.

Wearing brass and braid will be such military personages as Maj. Gen. A. D. Surles, director, Army Bureau of Public Relations; Rear Admiral A. J. Hepburn, director of Navy public relations; Maj. Gen. F. G. Beaumont-Nesbitt, British Army staff; Brig. Gen. Lewis B. Hershey, director of Selective Service; Capt. L. P. Lovette, office of Navy public relations; Lieut. Col. Ed Kirby, former NAB public relations director and now chief of the Army radio branch.

To say that there is no controversy over the present direction of the NAB under President Neville Miller would be a misstatement. How potent this opposition will be, and how much of it was incubated by developments at the convention a year ago, when FCC Chairman James Lawrence Fly came to grips with President Miller and Mark Ethridge, WHAS, Louisville, who has performed as the industry's drafted mentor since 1938, remains a conjecture.

A reorganization committee, designated last March by the NAB board to look into "streamlining" of the trade association, has been functioning. It will report to the new board of directors, which meets Thursday, after the 20th convention adjourns sine die Wednesday. There will be a dozen new members of the board—six elected at district meetings since the last convention and six "directors-at-large" to be elected at the convention itself on Wednesday.

Status of Networks

Chances are there will be a minimum of agitation on the floor over NAB reorganization. The only "politics" on the agenda deal with the controversy over election of the major networks to active membership, as opposed to a proposal that they be given associate memberships, with nominal dues, which would sharply cut the NAB's budget of some $225,000. The board itself, at its momentous meeting last March, voted that networks be given active membership and pay dues on the same scale as individual stations (i.e., on their income brackets, which would mean about $24,000 a year for NBC and CBS, and about $9,000 for the BLUE, with MBS not figured since it isn't in the NAB).

The directors proposed also that the networks be entitled to membership on the board on equal footing with any other qualified entity, but that the executive committee be abolished. Opposing this plan is the proposed by-laws amendment of John Shepard 3d, Yankee Network president and chairman of the Broadcasters Victory Council, a coalition of the various trade groups in broadcasting admittedly created to serve on the Washington front because of expressed dissatisfaction of NAB's relations with Chairman Fly. Called by some a buffer created largely at the instigation of Chairman Fly, BVC officials have stated that it is an interim organization which will serve only until NAB is revamped.

Mr. Shepard would deny the networks active membership as well as the right to have any network officer or employe serve as a director-at-large, of which there are six. Network managed and operated stations, under his plan, would have to take their chances in having one of their officials elected a director at district meetings.

Complications developed, however, when NBC President Niles Trammell 10 days ago [BROADCASTING, May 4] opposed active membership, but insisted that networks be not discriminated against on directorships-at-large or otherwise. He lashed out at those who have alleged "network domination" of the NAB. The Trammell and Shepard positions are not far apart.

CBS thus far has not made known any change in its position. Heretofore, it has insisted that networks are entitled to full rights and privileges, including active membership and board representation. The action taken by the board last March, sustained in general the CBS position. William S. Paley, CBS president, will be present in Cleveland, heading his network's delegation.

The Industry's Future

Precisely what the reorganization committee will propose, of course, is not known. Many conventioneer eyes will be turned toward this committee, headed by Don S. Elias, WWNC, Asheville, who was drafted as a sort of industry balance-wheel, for the answer. Other committee members are John J. Gillin Jr., WOW, Omaha; Edward Klauber, CBS executive committee chairman; Howard Lane, KFBK, Sacramento; John Elmer, WCBM, Baltimore; Paul W. Morency, WTIC, Hartford, designated as an alternate.

The streamlining talk has dealt with the retention of an outstanding public relations expert to steer the industry course. There has even been talk of a top-most reorganization, with a "practical broadcaster" to head the association either as president or chairman of the board, and with President Miller to as-

SPECIAL FEATURES IN THIS ISSUE

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sume policy direction. Mr. Miller, drafted as the NAB's first paid president in 1938, is under contract until 1944. He is credited with winning the ASCAP battle last year and has rallied a substantial following in the industry.

While war and wartime operation is the theme that permeates the convention agenda, broadcasters are confronted with a host of problems related to physical aspects of operation cropping from war-time restrictions. Curtailment of critical materials and the shortage of transmitting tubes has many broadcasters on the verge of distraction.

While the situation is admittedly serious, and while an ultimate conservation-pooling program for equipment is deemed inevitable, the spreading of rumors about dire things to come has proved distressing.

There has been talk about the Government lopping off many stations in each metropolitan area as a means of conserving power (until now disclaimed as unfounded, since radio is not a power hog); that stations will be cut off to conserve equipment (likewise disclaimed at this stage, since there are still replacement and repair materials procurable); that the FCC is about to launch a program-cleansing crusade hitting at everything under the sun, to keep its staff busy with other activities more or less frozen (this may be a gleam in the eyes of some commissioners and of the Commission itself, but unlikely while Congress in looking into alleged transgressions of the FCC); resurrection of old skeletons by the FCC to offset unfavorable publicity emanating from Capital Hill, with John D. Farnham, special attorney and friend of Chairman Fly handling the investigations (this is definitely under study, but what disposition will be made of it is doubtful).

Other Problems

Aside from all these disconcerting factors—some rumor, others in the works in preliminary ways—the industry knows it is in for a seige. The ban on materials for the manufacture of recordings and ultimately of transcriptions presents a sizable worry. There's the uncertainty about newspaper ownership, still in the FCC's bosom, and likely to remain there until Congress decides the issue, particularly since it has evinced a definite interest in it during the Sanders Bill hearings running before the House Interstate & Foreign Commerce Committee.

The nation's broadcasters are looking for reassurance from the headline speakers that there is no intention of disrupting private broadcast operations, and they will probably get it. But no such reassuring word will come from the FCC, or from the policy-making Defense Communications Board, both headed by Chairman Fly. He won't be at the convention, having rejected Mr. Miller's invitation to speak. Nor will any other FCC official, so far as known.

President Miller, in his report to the convention prepared in advance along with the annual reports of other department heads, commented that the industry "has passed some real milestones during the past 12 months". The highest were multifarious activities connected with the war, successful conclusion of the present phase of the copyright controversy, defeat of the discriminatory tax on radio and the start "of what we hope will be a successful effort to secure a long needed revision of the radio law."

Copyright is on the convention agenda, but it takes a back seat, with ASCAP and BMI now in competition. The degree of competition, however, is an issue, and there will be a call to the industry to "remember 1941" and to perform BMI music. Mr. Miller said the complete solution of the ASCAP problem will require continued attention for years. Broadcasters, he estimated will save a sum conservatively estimated at over $40,000,000 during the term of the present contract (eight years).

On the mooted public relations issue, Mr. Miller related that Ed Kirby, public relations director who had been loaned to the Army more than a year ago has "merited a commission as a lieutenant colonel" and will not be available to carry on the industry public relations activities, a field in which he has done "excellent work."

"We propose to develop the activities of this department," he said. "Complete plans for a well-rounded public relations program will be announced in the near future."

Concluding his report, Mr. Miller asked, "What of the future?" Radio today stands higher in public esteem than ever before, he commented. He continued:

"Its record of constructive, aggressive cooperation in the Government's war program is one which we can all be proud. We have progressed far enough to have tested our policies and they have proved to be wise and sound and a credit to the experience, the ability and the patriotism of the industry.

Radio Will Endure

"Undoubtedly, there are difficult days ahead, but we are sure that radio will continue as a privately-owned, competitively operated business, and will emerge from the war with a record of public service which will bring out in clearer outline than ever before the advantages of the American System of Broadcasting and the importance to a nation of a radio which is free and untrammelled, subject only to the will of the people it serves."

Fly to Stay Away

FCC Chairman James Lawrence Fly will be absent from Cleveland during the NAB convention May 11-14. The chairman, who was probably the angriest man in St. Louis during the NAB convention a year ago, said last week he would not attend the convention, would not be in Cleveland while the convention is in session, and would not take part in any of the NAB doings in any way. He had been invited to address the convention, but advised NAB President Neville Miller, with whom he had the never-to-be-forgotten "dead mackerel" fracas last year, that he was sorry that "circumstances will not permit me to take part in the work of the convention."

Advance Registration for NAB Cleveland Convention...

(With Hotel Reservations Reported)

A

Akerberg, Herb., CBS, New York, Statler.
Albertson, Roy L., WBNY, Buffalo, Statler.
Allen, E. C., WIBA, Madison, Statler.
Allen, Ted, WFCI, Pawtucket, R. I.
Andrew, Victor J., Chicago, Statler.
Arnoux, Campbell, WTAR, Norfolk, Statler.
Ashbacker, Grant F. and Mrs., WKBZ, Muskegon, Mich., Statler.
Ashby, A. L., NBC, New York, Carter.
Atteberry, Ellis, KCKN, Kansas City, Statler.
Avery, L. H., Free & Peters, Chicago. Statler.

B

Bacon, John A., WGR, Buffalo, Statler.
Baird, Larry, WWL, New Orleans, Statler.
Balch, Owen H., KSAL, Salina, Kan., Statler.
Baltimore, S. R. and Mrs. and Louis, WBRE, Wilkes-Barre, Statler.
Bannerman. Glen, Canadian Assn. of Broadcasters, Statler.
Barnhart, L. D., KXEL, Waterloo, Ia., Statler.
Barrere, Claude, NBC Recording Div., New York, Statler.
Barton, Howard A., WTAM, Cleveland, Statler.
Bateman, Ralph, Katz Agency, Hollendon.
Bausman, R. E., WISH, Indianapolis, Statler.
Beaver, Cecil C. K., KARK, Little Rock, Statler.
Beebout, George, *Youngstown Vindicator*, Youngstown, Statler.
Bell, J. C., WBRC, Birmingham, Statler.
Berk. Bernard S. and Mrs., WAKR, Akron, Statler.
Berman, J. A., Shure Brothers, Chicago,
Bernstein, S. R., *Advertising Age*, Chicago, Hollenden.
Bess, H. M., WNEW, New York, Statler.
Bill, Edgar L., WMBD, Peoria, Statler.
Birdwell, J. W. WBIR, Knoxville, Statler.
Bishop, Edward E., WGH, Norfolk, Statler.
Bishop, Frank. KFEL, Denver, Statler.
Bissell, Geo. F., WMFF. Plattsburg. N. Y., Statler.
Bitner, Harry M., WFBM, Indianapolis, Cleveland.
Blair, John. John Blair & Co., Chicago, Statler.
Bockhaven, L. F., Graybar Co., New York, Statler.
Bondurant, E. H., WHO, Des Moines, Statler.
Borland, Edna L., WHK-WCLE, Cleveland.
Borland. Robt. D., WHK-WCLE, Cleveland.
Born, H. H., WHBL, Sheboygan, Wis., Statler.
Borton, F. W. and Mrs., WQAM. Miami, Statler.
Bowden, J. L., WKBN, Youngstown, Statler.
Bowen, Mrs. Scott, WIBX, Utica, N. Y., Statler.
Boyle, John J., WJAR. Providence, Cleveland.
Brackett, Quincy A., WSPR, Springfield, Mass., Statler.
Bradford, Guy W., KRGV, Weslaco. Texas. Statler.
Brandt, Otto, BLUE, New York City. Statler.
Brautigam, Edna, WLOL, Minneapolis, Statler.
Breskin, Louis A., Sterling Insurance Co., Chicago, Hollenden.
Brett, George, Katz Agency, New York. Hollenden.
Bright, Arthur L. and Mrs., KFPY, Spokane, Statler.
Broderick, Mrs. Gertrude, Federal Radio Education Committee. Washington, Statler.
Brown, Gordon P., WBNY, Buffalo, Statler.
Brown. W. O., *Youngstown Vindicator*, Youngstown, Statler.
Brown, Thomas L., WHDL, Olean, N. Y., Statler.
Brown, Walter, WSPA, Spartanburg, S. C., Statler.
Brunton. Sherwood B., KFBS, San Francisco, Statler.
Burke, H. C., WBAL. Baltimore. Statler.
Burke, Charles C., Free & Peters, Baltimore, Statler.
Burton, D. A., WLBC, Muncie, Statler.

C

Caley, Charles C., WMBD, Peoria, Statler.
Callahan, Leonard D., SESAC, New York, Statler.
Campbell, Martin B., WFAA, Dallas, Statler.
Carey, Rev. F. A., WWL, New Orleans, Statler.
Cargill, E. K., WMAZ, Macon, Statler.
Carpenter, Bernice, WHK-WCLE, Cleveland, Statler.
Carpenter, David H., WHEB, Portsmouth, N. H., Statler.
Carpenter, H. K., WHK, Cleveland, Cleveland.
Carr, Eugene, WGAR, Cleveland, Statler.
Carrigan, Joe B., KWFT, Wichita Falls, Cleveland.
Chafey, Clifford M. and Mrs., WEEU, Reading, Pa., Statler.
Chapin, Slocum, WSRR, Stanford, Conn., Statler.
Chernoff, Howard L., WCHS, Charleston, W. Va., Statler
Chilton, Ruth, WSYR, Syracuse, Cleveland.
Chizzini, Frank E., NBC Recording Div., Chicago, Statler.
Christal, H. I., Edward Petry & Co., New York, Statler.
Church, Arthur B., KMBC, Kansas City, Cleveland.
Clapsadel, E. E., Johns-Manville Co., Cleveland, Carter.
Clarke, John W., WHIP, Chicago, Statler.
Clark, Plez S., KFH, Wichita, Statler.
Clipp, Roger W., WFIL, Philadelphia, Hollenden.
Cloutier, Norman, NBC Recording Div., Statler.
Codel, Edward, WPAT, Paterson, N. J.
Codel, Martin, BROADCASTING, Washington, Statler.
Columbia Broadcasting System Inc., Statler.
Cohen, I. T., Atlanta.
Cook, Geo. R., WLS, Chicago, Statler.
Cook, H. W., WIBX, Utica, Statler.
Cook, Chas. R., Mr. and Mrs., WJPF Herrin, Ill.
Coram, R. E., Graybar Co., New York, Statler.
Coulson, W. Lee, WHAS, Louisville, Statler.
Courrier, Geo. F. Dr., WHIP, Chicago, Statler.
Cowles, Gardner, Jr., WMT, Cedar Rapids, Ia., Statler.
Cox, Lester E., KGBX, Springfield, Mo., Cleveland.
Craig, Edwin, WSM. Nashville, Statler.
Craig, W. F., WLBC, Muncie, Ind., Statler.
Cribb, Wayne, WHBL, Sheboygan, Wis.
Croghan, Arthur H., WJBK, Detroit, Hollenden.
Croft, John C., WJPA, Washington, Pa.
Cross, Red, WMAZ, Macon, Statler.
Culmer, Claude C. J., SESAC, New York, Statler.
Curtis, James R. and Mrs., KFBO, Longview, Statler.

D

D'Agostino, Jr., NBC, New York, Statler.
Dahl, Howard, WKBH, LaCrosse, Wis., Statler.
Danbom, M. E., KGKB, Tyler, Tex., Statler.
Damm, Walter J., WTMJ, Milwaukee, Carter.
Daniel, Harbon, WSAV, Savannah, Statler.
Davenport, J. A. WRBL, Columbus, Ga., Statler.
Davis, Geo., WLS, Chicago, Statler.
DeGrochy, Wm. J., New York, Statler.

(Continued on page 124)

Program of the 20th Annual NAB Convention

Hotel Statler, Cleveland, May 10-14

SUNDAY, MAY 10

12 Noon—Sales Managers, Executive and General Committees, Parlor E.

12:30 p.m.—Broadcast Music Inc., board of directors, Luncheon, Parlor D.

2 p.m.—Research Committee, Parlor H.
Engineering Committee, Parlor F.
NAB Bureau of Copyrights, board of directors, Parlor B.

3 p.m.—Code Committee, Parlor D.

4 p.m.—Wages and Hours Committee, Parlor M.
Accounting Committee, Parlor H.

7 p.m.—NAB Board of Directors Dinner, Lattice Room.

8 p.m.—Labor Committee, Tavern Room.

MONDAY, MAY 11

10:30 a.m.—Business Session, Pine-Euclid Room; Neville Miller, presiding. President's Annual Report. Announcement of Convention Committees. Secretary-Treasurer's Annual Report. Proposed By-Law Amendments.

10:45 a.m.—"Radio and the War", Byron Price, Director, Office of Censorship.

Informational Clinic

J. Harold Ryan, Assistant Director, Office of Censorship.

Maj. Gen. A. D. Surles, Director, Bureau of Public Relations, War Dept.

Rear Admiral A. J. Hepburn, Director, Office of Public Relations, Navy Dept.

Maj. Gen. F. G. Beaumont-Nesbitt, British Army Staff.

Earl J. Glade, Chairman, NAB Code Committee.

12:45 p.m.—Luncheon, Grand Ballroom.
Speaker: Archibald MacLeish, Director, Office of Facts & Figures.

2:30 p.m.—Department of Broadcast Advertising, Sales Managers, Pine-Euclid Room.
"Radio Advertising for Department Stores."
Panel:
Richard G. Meybohm, manager, Sales Promotion Division, National Retail Dry Goods Assn.
Barclay, W. Newell, sales manager, William Taylor Sons & Co., Cleveland.
Edgar L. Rice, sales promotion manager, A. Polsky Co., Akron.
James W. Petty Jr., publicity director, H. & S. Pogue Co., Cincinnati.

2:30 p.m.—Network Affiliates, Inc., Salle Moderne.

4:30 p.m.—Independent Radio Network Affiliates, Parlor E.

7 p.m.—NAB War Committee.

8 p.m.—Labor Relations Clinic, Room 345.
Panel:
Joseph L. Miller, NAB Labor Relations Director.

TUESDAY, MAY 12

8:30 a.m.—Breakfast Sessions:
"Wages and Hours", NAB Labor Relations Dept., Parlor D.
"Technician Training Program", Arthur Stringer, secretary, NAB War Committee.
"Protection of Property from Sabotage, Fire and Theft", J. D'Agostino, NBC.
Open Discussion on Priorities and Procurement.
NAB Engineering Dept., Parlor A.
"What Burns Us Up," Radio Executives Club of New York. NAB Department of Broadcast Advertising: Cleveland Ad Club, Dining Room.

Censorship Clinic, Room 345

Panel:
J. Harold Ryan, Assistant Director of Censorship.
Captain L. P. Lovette, Office of Public Relations, Navy Dept.
Maj. Gen. A. D. Surles, director, Bureau Public Relations, War Dept.
Maj. Gen. F. G. Beaumont-Nesbitt, British Army Staff.

OFF Round Table
Parlors F, G & H

"The Six Themes", William B. Lewis, Assistant Director in Charge of Operations, Office of Facts & Figures.
Anthony Hyde, Office of Facts & Figures.
"Program Coordination", Douglas Meservey and Seymour Morris, Office of Facts & Figures.

Priorities

10:30 a.m.—Business Session, Euclid-Pine Room.
Neville Miller, Presiding.
"Priorities, Men and Materials".
"Selective Service and Total War", Brig. Gen. Lewis B. Hershey, Director, Selective Service System.
"The OPA", Joel Dean, chief, Fuel Rationing Division, OPA.

12:45 p.m.—Luncheon, Grand Ball Room. Humphrey Mitchell, Canadian Minister of Labor, speaker.

2:30 p.m.—Business Session, Euclid-Pine Room.
Neville Miller, presiding.

Music

Panel:
Sydney Kaye, Vice President and General Counsel, Broadcast Music Inc.
Merritt E. Tompkins, Vice President and General Manager, Broadcast Music Inc.
Carl Haverlin, Vice President, Station Relations, Broadcast Music Inc.
John Paine, General Manager, American Society of Composers, Authors & Publishers.
Leonard D. Callahan, General Counsel, SESAC.

Open Forum

Wartime Radio Advertising, Grand Ball Room.
Eugene Carr, Chairman, NAB Sales Managers Committee, presiding.
"Selling With Surveys", Dr. Harry Dean Wolfe, Director, Bureau Business Research, Kent State University, Kent, O.
"Shoot the Works", Gene Flack, General Sales Dept., Loose-Wiles Biscuit Co., Long Island City, N. Y.

Open Forum

4 p.m.—Clear Channel Broadcasting Service, Tavern Room.
Local Channel Stations, Room 345.

8:30 p.m.—World Premiere of *Bambi*, Walt Disney film, Grand Ballroom.

WEDNESDAY, MAY 13

Breakfast Sessions

8:30 a.m.—"Collective Bargaining", NAB Labor Relations Dept., Parlor D.
"Information Please on Spot Radio", Cleveland Ad Club Dining Room.
Panel:
John Blair, John Blair & Co.
H. Preston Peters, Free & Peters
Edward Petry, Edward Petry
Joseph Weed, Weed & Co.
NAB Dept. of Broadcast Advertising.
"DCB Broadcast Planning", Neville Miller, chairman, DCB Committee on Domestic Broadcasting; Andrew D. Ring, and O. L. Taylor.
"Foreign Language Broadcasting", Parlor E.
Alan Crauston, Office of Facts & Figures.
NAB Wartime Committee
"The Selective Service".
Maj. Gen. Ernest M. Culligan, Public Relations Officer, Selective Service System.
NAB Legal Department.

Music — Roundtable — Merritt Tompkins, BMI, Tavern Room.

10:30 a.m.—Business Session, Pine-Euclid Room. Neville Miller, presiding.
"The War, a Challenge to Broadcast Advertising", Eugene Carr, chairman, NAB Sales Managers' Executive Committee.
"The Bridge to a New Democracy": Arthur Horrocks, counsel, Public Relations Dept., Goodyear Tire & Rubber Co., Akron.
Report of The Advertising Council: Miller McClintock, executive director, The Advertising Council.

12:45 p.m.—Luncheon, Grand Ballroom.
Paul V. McNutt, Federal Security Administrator.

2:30 p.m.—NAB Business Session, Euclid-Pine Room. (Members only).
Taxation: Ellsworth C. Alvord, NAB Tax Counselor.
Proposed Amendments to the NAB By-Laws.
Election of Directors-at-Large.
Selection of 1943 Convention Site.
Report of Resolutions Committee.

Adjournment

4:30 p.m.—Final Meeting, Network Affiliates Inc., Salle Moderne.

7:30 p.m.—20th Annual Banquet, Rainbow Room, Hotel Carter.

THURSDAY, MAY 14

10 a.m.—Meeting of new NAB board of directors, Parlor C.

10 a.m.—NAB Annual Golf Tournament, Mayfield Country Club for the BROADCASTING Magazine Trophy.

Program of Special Sessions on Listeners Activities

NAB Convention, Hotel Statler, Cleveland, May 12-13

TUESDAY, MAY 12

LATTICE ROOM

2 p.m.—Theme. "The Listener's Stake in American Radios; Chairman, Mrs. Walter V. Magee, President, Radio Council of Greater Cleveland.

2:05 p.m.—Greetings, Neville Miller, president, NAB.

2:15 p.m.—Address, "War News for Home Consumption". B. S. Bercovici, News Commentator, WJW, MBS.

2:35 p.m.—Address, "Broadcasting In War Time". Fred Weber, General Manager, MBS.

2:55 p.m.—Address, "Radio's Significant Place in Inter-American Affairs". Guy Hickok, Inter-American Affairs Committee.

3:25—Address, "Radio Does a Public Service". Jennings Pierce, Public Service Director, Western Division, NBC.

3:55 p.m.—Question Period.

4:30 p.m.—Radio Tea. Salle Moderne Room. For delegates and individual members of Radio Council and women registered for the convention.

Headquarters of BROADCASTING Magazine will be maintained in the Statler Hotel during the NAB convention. Suite 502-504.

WEDNESDAY, MAY 13

PARLOR C

8:15 a.m.—Breakfast Round Table, Chairman, Jane Weaver, Director of Women's Activities, WTAM, Cleveland, Parlor C. Subject, "The Part that Women's Radio Programs Can Play in Wartime America." Panel, Ruth Chilton, WSYR, Syracuse; Eleanor Hanson, WHK, Cleveland; Mrs. Hayle Cavenor, WCCO, Minneapolis; Susan Allen, KGA, Spokane; Marjorie Cooney, WSM, Nashville; Mrs. Geraldine Elliott, WJR, Detroit; Mrs. Lavinia Schwartz, CBS, Chicago.

9:45 a.m.—Morning Session, theme, "Radio at Home." Chairman, Mrs. Dorothy Lewis, Coordinator of Listener Activities, NAB.

9:50 a.m.—Greetings, Convention Chairman, C. E. Arney Jr., Assistant to the President, NAB.

10:00 a.m.—Address, "Women in Industry", Mrs Harold V. Milligan, National Assn. of Manufacturers, president, National Council of Women.

10:20 a.m.—Address, "The Broadcaster's Code", Earl J. Glade, Vice-President of KSL, Salt Lake City, Chairman of Code Committee, NAB.

10:40 a.m.—Address, "The Role of the Listener", Mrs. Arch Trawick, president, Radio Council of Middle Tennessee, Nashville.

11:00 a.m.—Address, "Radio Education", Dr. I. Keith Tyler, Director of Evaluation of School Broadcasts, Ohio State U.

11:20 a.m.—Address, "Tuning in on the Home Front", Miss Mabel G. Flanley, Eastern Director of Consumer's Relations, The Borden Co., Vice-President Advertising Federation of America.

11:40 a.m.—Questions.

12:15 p.m.—Recess.

12:30 p.m.—Luncheon, Salle Moderne Room, Greetings, Neville Miller, President, NAB; music.

2:00 p.m.—Theme, "Radio Abroad." Chairman, Mrs. Dorothy Lewis.

2:10 p.m.—Address, "Radio in Canada", Glen Bannerman, president, Canadian Assn. of Broadcasters.

2:40 p.m.—Address, "British Women in Wartime", Dr. Winifred C. Cullis, Professor of Psychology, London U, former International President Assn. of University Women.

3:15 p.m.—Film, "Ordinary People".

3:40—Address, "Radio Serves Our Army", Lieut Col. Ed. Kirby, Chief, Radio Section, Public Relations, War Department.

4:00 p.m.—Address, "Industry's Role in a World Offensive", Charles R. Hook, President, American Rolling Mills Co., Director National Assn. of Manufacturers.

Noted Guest List Slated to Appear For Board Dinner

Federal Officials Are Among Those Invited by Miller

A SCORE OF outstanding figures in public life, radio and advertising were to be guests of the NAB board of directors at its pre-convention meeting in Cleveland May 10 at the invitation of President Neville Miller.

All members of the board of 26, with the exception of Clarence Wheeler, WHEC, Rochester; Harrison Holliway, KFI, Los Angeles, who are ill., and Capt. George Norton, WAVE, Louisville, who is on active duty in the Air Forces, have announced their intention of attending all convention sessions. In addition to the invited guests, Mr. Miller has asked six broadcasters who have been elected district directors since the last convention, to attend the initial board session. They do not take office formally until adjournment of the annual meeting, with the new board to convene on Thursday, May 14.

These directors are Kolin Hager, WGY, Schenectady; G. Richard Shafto, WIS, Columbia; Hoyt Wooten, WREC, Memphis; William B. Way, KVOO, Tulsa; Ed Yocum, KGHL, Billings; Calvin J. Smith, KFAC, Los Angeles.

Outside Guests

Special guests at the board dinner include: Glenn Bannerman, president and general manager, Canadian Assn. of Broadcasters; Maj. Gen. F. G. Beaumont-Nesbitt, British Army Staff; H. K. Carpenter, WHK, Cleveland; Dr. Augustine Frigon, assistant general manager, Canadian Broadcasting Corp.; Frederic R. Gamble, executive secretary, American Assn. of Advertising Agencies; Rear Admiral A. J. Hepburn, director of public relations, Navy; William B. Lewis, Office of Facts & Figures; Archibald MacLeish, director, Office of Facts & Figures; Dr. Miller McClintock, executive director, The Advertising Council; Douglas Meservey, Office of Facts & Figures; William Paley, president, CBS; John Patt, WGAR, Cleveland; Vernon Pribble, WTAM, Cleveland; Byron Price, director, Office of Censorship; Donovan Rowse, British Broadcasting Corp.; Harry Sedgwick, general counsel, Canadian Assn. of Broadcasters; Maj. Gen. A. D. Surles, director, Bureau of Public Relations, Army; Paul B. West, president, Assn. of National Advertisers; Mark Woods, president, BLUE Network.

Excerpts from annual reports of NAB department heads, comprising a 1941-42 review of the association's activities, will be found on pages 80-84.

WHERE TO GO AND WHAT TO DO
In Cleveland

DINING

With Floor Show—Alpine Village, Playhouse Square. D $1.25. Dinner and Supper Dancing. Shows nightly, except Sunday, at 7:45 and 11:30.
El Dorado Club, Playhouse Square. D $1.25. Dinner and supper dancing; three shows nightly, except Sunday. South Seas atmosphere.
Freddie's Paradise, 830 Vincent. D $1.25. Open Sunday, three shows nightly, dinner and supper dancing.
Monaco's Cafe, Playhouse Square. D $1.25. Dinner and supper dancing and three shows nightly except Sunday.
Pony's Cafe, 730 Vincent. D $1. Dinner and supper dancing and three shows nightly. Open Sunday.
Vogue Room, Hotel Hollenden. Dinner and supper dancing. Two floor shows nightly, except Sunday.

With Dancing—Bronze Room, Hotel Cleveland. L .75 D $1.50. Closed Sunday, Dancing 6:30 to 8:30; 10 to closing, and Saturday luncheon.
Cuban Terrace Room, Hotel Statler. D $1.65. Dinner and supper dancing except Monday.
Fiesta Room, Hotel Carter. D $1.60. Dinner and supper dancing.
Southern Tavern, E. 105th & Carnegie. Supper club dancing 10 p. m. to 2 a. m. nightly. Dinner dancing 6:30 to 8:30 L .55 D $1.10.

Good Food—Allendorfs, 1118 Chester (downtown)
Crosby's, 1051 Carnegie (outlying).
Damon's, 2466 Fairmont Blvd. (outlying).
Fred Harvey's Oak Room, Terminal Tower (downtown).
Hickory Grill, 929 Chester (downtown).
Shaker Tavern, Shaker Square (outlying).
Stouffer's, 725 Euclid and 1375 Euclid (both downtown).
Weber's, 224 Superior (downtown).
Auditorium Hotel, E. 6 and St. Clair (downtown)
Carter Hotel, Gun Room, Lounge and Bar (downtown).
Shanghai Restaurant (in Chinatown), Chinese and American food (near downtown).
Hotel Fenway Hall, E. 107th and Euclid (outlying), Congo Room, Lounge and Bar, informal entertainment by "Poison" Gardner, Jules and Webb (comedy song and dance team).

SPORTS

Baseball—American League. Cleveland vs. Detroit, Monday, May 11; vs. New York, Tuesday, Wednesday, May 12, 13; vs. Washington, Thursday-Saturday, May 14, 15, 16.
Roller Derby—April 28 through May 15, The Arena (3700 Euclid) near downtown, Reserved $1.09, .79; general admission, .44.

STAGE

Vaudeville—RKO Palace, Playhouse Square, Sigmund Romberg and Harry Felton and other acts.
Burlesque—Roxy Theater, East Ninth near Euclid. Girls, comedians and strip dancers mixed with vaudeville. Continuous.

SCREEN

RKO Palace, "Mayor of 44th Street."
Hippodrome, Playhouse Square, "Male Animal", May 11, 12, 13; "The Invaders," May 14, 15, 16.
Loew's State, Playhouse Square, first run select MGM, news, shorts.
Telenews, Euclid near Public Square, Continuous one-hour show of late world news selected from leading reels, plus short subjects.

ASCAP to Announce Program Service For Broadcasters at NAB Convention

ASCAP'S new radio program service, designed to assist the Society's station licensees in cashing in on their investment in ASCAP music [BROADCASTING, March 23], will be formally announced to the broadcasting industry at the NAB Convention in Cleveland this week.

In addition to this mass presentation, ASCAP is also introducing the plan individually to station executives through a brochure prepared by Robert L. Murray, director of the service as well as of ASCAP's entire public relations program.

As explained in the promotion piece, the service consists of a series of half-hour scripts, topical continuities with allowance for eight musical numbers, suitable for either participating or single client sponsorship.

Service is free to all stations with ASCAP licenses and three sets of programs are produced each week to prevent duplication in cities with more than one ASCAP station. While emphasizing music, scripts will contain "no song plugs or mention of the Society", the brochure states. Programs are available in 13-week packages to enable stations to plan and merchandise them in advance.

Brochure includes a copy of the June 1 script, the continuity discussing wedding customs. Attached to the script is a sheet giving four suggested musical numbers for each of the eight breaks, listing the names of composers and publishers and the make, number and featured artist of one or two phonograph records of each tune. Another postscript to the continuity outlines suitable commercial copy for four types of local advertisers: Jeweler, florist, furniture store and mens' shop.

Printed in two colors, the 11 x 14-inch pages of the book contain many photographs against a musical background illustrative of the aim of the service, "sending listeners off shopping with a song in their hearts." Blue-and-white board cover bears the call letters of the station to whom the book is sent.

Ed Craney, 'Disgusted', To Avoid NAB Meeting

ON THE GROUND that he's "pretty damned disgusted", Ed Craney, operator of KGIR, Butte and the Z-Bar Network, has advised friends he will not attend the NAB convention in Cleveland May 11-14. A leader among independents, Mr. Craney has figured prominently in past industry activities, notably in connection with copyright and reorganization. Several months ago he called for a widespread revamping of NAB.

"I don't expect to be in Cleveland," he stated last week. "From all indications, I'm better off at home than I would be monkeying with the problems of the industry which not enough broadcasters are interested in."

NO. 1 handicap golfer of the radio industry will win this handsome trophy, like the others awarded annually since 1932 by BROADCASTING, at the tournament on Thursday at the Mayfield Country Club as one of the closing features of the NAB convention. The trophy will be presented to the low net scorer in the blind bogey tournament. Past winners of the BROADCASTING trophy include Paul Raymer and Pierce Romaine, Paul Raymer & Co., who tied for low net score in 1941 and received duplicate cups; Sherwood Brunton, KJBS, San Francisco, 1940; V. E. Carmichael, KWK, St. Louis, and K. W. Pyle, KFBI, Wichita, tie, 1939 (no tournament in 1938); E. C. Pulliam Jr., WIRE, Indianapolis, and Harry C. Butcher, CBS, Washington, tie, 1937; Ross Wallace, WHO, Des Moines, 1936; Carl Haymond, KMO, Tacoma, 1935; Lewis Allen Weiss, Don Lee, 1934; Jerry King, Standard Radio, 1933; Dr. Leon Levy, WCAU, Philadelphia, 1932.

CAREERS IN RADIO
NAB Prepares Lay Manual On Opportunities

RADIO DEFINED for career seekers is the theme of a new pamphlet, *Working for Radio*, just prepared by the NAB for distribution by member stations. To answer every conceivable question of those who seek a radio career the NAB has obtained the specialized tips of leaders in every phase of the industry.

Subject matter ranges from acting and singing before the mike through writing, producing, and technical broadcasting to the sponsor side of the mike. Edited by Joseph L. Miller, NAB director of labor relations, the pamphlets contain articles by Bing Crosby, Mollie Goldberg, John Benson, Edward L. Gove, Gerald F. Mauldsby, Cecil B. De Mille, Edward G. Robinson, George A. Mooney, Frank E. Pellegrin, C. L. Thomas and Milton Weiner.

Available through the NAB office in Washington, member stations may purchase copies at 5 cents each.

Complaints of Timebuyers, Retail Problems on Agenda

Prominent Store Executives, Agency Officials to Take Active Part at Convention; Spot Forum

THE "15% BOYS" and their gripes will take an important part in the NAB convention. As a matter of fact the accent will be on development of new business, taking into account the effect of price ceilings, priorities, rationing and other war-born edicts which ordinarily would have a depressing effect on advertising budgets.

Retail business, locally developed, is the main object of sales managers' affections during the convention. At the opening session, after the more important issue of radio and the war is covered by representatives of the high command, the convention will take up radio advertising for department stores.

Store Experts

A panel on this subject will be led by Richard G. Meybohm, sales promotion manager of National Retail Dry Goods Assn. On the panel will be such figures as Barclay W. Newell, sales manager, William Taylor Sons & Co., Cleveland; Edgar L. Rice, sales promotion manager, A. Polsky Co., Akron; James W. Petty Jr., publicity director, H. & S. Pogue Co., Cincinnati.

The "What Burns Us Up" breakfast session arranged by John Hymes, chief time-buyer for Lord & Thomas, as president of the Radio Executives Club, is expected to stir up the cats on the ancient art of time selling, time-buying and the chisel fringe. After the introductory remarks, there will be two semi-serious talks on "The Agency Looks At the Station," by Carlos Franco, of Young & Rubicam, and William Maillefert, of Compton Adv. Agency. Frances Scott will handle the "What Burns Us Up" interviews with Radio Executive Club members, including the following: Tom Lynch, William Esty; Fletcher Turner, J. M. Mathes; Morten Bassett, Morse International; Tom Carson, Pedlar & Ryan; Linnea Nelson, J. Walter Thompson; John Hymes, Lord & Thomas; William Maillefert, Compton; Mr. Franco; Bernie Prokter, Biow; Carol Newton, BBDO; George Kern, Benton & Bowles; Bill Wilson, William Rambeau; Peggy Stone, Loren Watson, Spot Sales.

By transcription, these club executives will be remote interviewed from New York to vent their pet peeves upon the unsuspecting broadcasters: Tom McDermott, N. W. Ayer; Al Taranto, Ted Bates; Beth Black, Joseph Katz; Hilda Lucy, Kenyon & Eckhardt; Arthur Sinsheimer, Peck Agency; George Tremble, Marshalk & Pratt; Helen Thomas, Spot Broadcasting; Ray Elbrook, Franklin Bruck.

Dr. Harry Dean Wolfe will be one of the speakers at the Tuesday afternoon session on "Selling With Surveys." Until May 1 he was director of the Bureau of Business Research of Kent State U, Kent, O. Among other contributions of value to radio, he supervised "A Survey of Brand Consciousness and Brand Usage in Northeastern Ohio Among Middle-Income Urban and Rural Housewives of 14 Selected Household Products" [BROADCASTING, Jan. 19]. At present Dr. Wolfe is on the staff of the War Production Board in Washington.

Other speakers at this session will be Gene Flack, of the general sales department, Loose-Wiles Biscuit Co., Long Island City, who will talk on "Shoot the Works." Mr. Flack was selected to give a hard-hitting speech on salesmanship because he has earned a wide reputation as a sales executive.

Spot Quartet

The national sales representatives' breakfast session on Wednesday, "Information Please on Spot Radio," will be conducted by the four representatives who are associate members of the NAB. On the board of experts will be H. Preston Peters, John Blair, Edward Petry and Joseph J. Weed. The principal speaker at the general session Wednesday morning will be Arthur Horrocks, counsel, public relations department, Goodyear Tire & Rubber Co. His subject is "The Bridge to a New Democracy," but with some old-fashioned gospel on the part radio can play during the war and in the post-war period.

Dr. Miller McClintock, director of The Advertising Council, also will speak at the convention session, and Eugene Carr, assistant manager of WGAR, Cleveland, and chairman of the NAB Sales Managers' Executive Committee, will speak on "The War—A Challenge to Broadcast Advertising."

BEHIND THE BLUE banner is FCC-DCB Chairman James Lawrence Fly, who on April 30 acted as moderator of *Town Meeting of the Air*, vice George Denny Jr., at Fort Wayne, Ind., and keyed to the network by WOWO. Mr. Fly was a prime-mover in forcing separation of the two NBC networks, and it was his first appearance over the BLUE as an operating entity. Chairman Fly registered a "first" when he gave the half-hour "We pause for station identification."

War Copy Studied For Public's Likes

ANA Convention Is Informed Boasting Is Resented

REPORT of results of a nation-wide survey conducted for the Assn. of National Advertisers during the last two weeks of April to discover what the American public thinks of advertising in time of war and of wartime advertising copy was the highlight of the ANA meeting held at Rye, N. Y., last Monday and Tuesday. About 200 advertisers attended the sessions of the two-day meeting, which was closed to all but ANA members.

In presenting the results, Dr. Henry Link pointed out that answers to questions about advertising and copy themes indicate the public is not particularly averse to war-product advertising but does not take kindly to boastful copy; that it does not believe advertising should be eliminated in wartime but that it is interested in copy which tells how to make products it has last longer; that it is interested in knowing what plans companies are making to take care of post-war unemployment, and that it resents copy which "drags the war in by the ears".

A poll of public reactions to 30 specific current advertisements, carefully selected to include some straight product advertising, some products with a war slant, some purely war products, some post-war advertising and some conservation, revealed that in general the public desires advertising in all of these classifications, Dr. Link pointed out. Whether the public will be interested in a particular advertisement, he said, depends not so much on the general situation as on the specific manner in which the advertisement presents a worthwhile message.

Edward Battey Jr., Compton Adv., presented a study of changes in incomes, interests and reading and listening habits of the American public as a result of the war, which was followed by a detailed discussion of each advertising medium in relation to the war economy.

Tube Pool Plans Considered As Supplies Become Critical

DCB Group Considers Several Proposals to Aid Situation; WPB May Issue Freeze Order

WITH THE transmitting tube and critical war material plight of broadcasters for maintenance and repair becoming more intense daily, the Domestic Broadcasting Committee (Committee No. IV) of the Defense Communications Board met in Washington last Wednesday at an all-day session to devise recommended means for coping with the problem.

Plans looking toward creation of a conservation-pool project for all stations, to keep the industry supplied with essential replacement and repair materials, were discussed and presumably will be relayed to the DCB for action. The War Production Board, through its Communications Branch, likewise has a pooling-allocation plan and in informed industry quarters some sort of conservation-allotment procedure is regarded as inevitable [BROADCASTING, April 27].

With NAB President Neville Miller, chairman of Committee IV; O. L. Taylor, KGNC, Amarillo, and executive secretary of Broadcasters Victory Council and an NAB director; and Andrew D. Ring, former FCC assistant chief engineer, who serves as Committee IV secretary, all to be present during the NAB convention in Cleveland May 11-14, it was assumed that aspects of the move toward conservation pooling will be discussed. More questions have arisen about maintenance and repair of transmitters during the war emergency than perhaps on any other single operating subject.

Several detailed plans, it is understood, have been advanced. That under consideration of WPB envisages an initial freeze on all communications devices wherever they may be, until such time as a complete inventory is made and an allocation plan set up. The Committee IV project is understood to differ from this plan and to involve a general setup, under which the FCC, or probably its broadcast engineering branch, headed by George P. Adair, would handle allocations on an equitable basis.

Meanwhile, WPB was still pondering its broadcast equipment freeze, pursuant to the DCB recommendation of April 16. The FCC April 27 followed through with its policy [BROADCASTING, May 4]. The WPB order, it is understood, may also cover freezing in the telephone and telegraph fields, as well as broadcasting and related services. Release is expected later this week.

Educators Consider War Propaganda

Censorship Methods Are Debated by Network Commentators

WAR'S IMPACT on radio was everywhere evident in the program of the 13th annual Institute for Education by Radio, sponsored by Ohio State U May 4-6 at the Deshler Wallick Hotel, Columbus. Highlight of the three-day conference was the announcement of awards for the Sixth American Exhibition of Recordings of Educational Radio Programs, which emphasized for the first time achievement on the commercial side.

CBS led the award parade with six first awards and an honorable mention; NBC and CBC each had two firsts and two honorable mentions. In addition four programs were cited for unusual merit: Cecil Brown's eyewitness account of the sinking of the *Repulse* by CBS; a program titled *Blood Donor* broadcast by KFI, Los Angeles; the play, *Johnny Quinn, USN*, by Arch Oboler of NBC, and the CBC war program, *Quiet Victory*.

News and the War

The opening session May 4 was devoted to a discussion of radio news reports and comments in wartime presided over by Arthur J. Klein of Ohio State U. Featured speakers were Morgan Beatty, BLUE; H. V. Kaltenborn, NBC; Leigh White, CBS; Gregor Zeimer, WLW, assisted by James Cassidy, WLW; G. W. Johnstone, BLUE; A. A. Schechter, NBC director of special events, and Robert S. Wood, acting CBS director of News and special events.

The threat of censorship occupied much of the speakers' attention. Morgan Beatty observed that there was no conflict between radio and Government censorship and criticized those who object to the Government's method of news dissemination.

He pointed out that free speech does not entail the right to encourage disunity. Kaltenborn believed the radio commentator free to criticize present practice. But he added that he had always been given the right to speak what he thought even though his comment often ran counter to the Administration. At the same time he maintained the American people are most moved by optimistic reports and accepted the fact that all news cannot be broadcast in wartime. Gregor Zeimer evaluated radio as a powerful morale force to combat the Axis zeal directed to a single purpose and wondered whether we are.

Wartime conditions provided the themes of discussions conducted by institute study groups covering child programs, religious programs, agricultural programs, college courses teaching radio cooperative group broadcasting and service organizations.

Radio and wartime morale occupied a panel consisting of Edward L. Bernays, public relations specialist; Lyman Bryson, CBS educational director; George V. Denny, director of *America's Town Meeting of the Air*; Carl Friedrich, Harvard U; Philip Cohen, OFF; Victor Sholis, of Clear Channel Broadcasting Service, and Robert Landry, radio editor of *Variety*.

Propaganda Danger

Bryson urged that the era of entertainment was now over and predicted that future entertainment as a radio feature would be a means and not an end. Programs must now be good propaganda, he said. Denny criticized those who seem to think they've found the truth and can therefore impose it upon others.

Concurrently, though, he criticized the American people for letting others do their thinking and warned them to scrutinize the propaganda of government as well as that of other groups. Sholis pointed out the failure of "flagwavers" to interest the public and offered the decreasing audience of *This Is War* as evidence.

Cohen insisted that soap-operas are overdoing war propaganda and complained of too much talk within the industry about master strategy. Landry suggested a failure of eloquence and proposed a "rip-roaring" campaign of intense nationalism.

In a panel devoted to radio drama in wartime, Arch Oboler, director of the NBC series *Plays for Americans*, emphasized the need for more hate and more emotion in radio programs. He insisted that the bare facts of war cannot be overemotionalized and contended that there are not, and will not be, enough dramatizations to give the audience an emotional bellyache.

Oboler maintained that the audiences must be angered since anger leads to determination. "We need hate," he said, "to enable us to endure the coming deaths of our sons and our fathers and our husbands." Need of self-sacrifice, the identification of self with the cause of the United Nations, consideration of issues, and a consideration of the world people want can all be projected through radio drama, Oboler said. He asserted that radio can bring the people both the message of hate and the message of hope for the future but he pointed out that radio dramas cannot be written for one mass audience;—rather for groups of audiences.

A Simple Problem

Norman Corwin, director of the completed series, *This Is War*, agreed with Oboler in the main but bluntly criticized experts who think the problem of talking to the people is a complex one. In reality, he said, it is shockingly obvious. He insisted that the issues have been kept from the people wilfully, accidentally, or through an emasculated sense of neutrality.

The religious broadcasters adopted six resolutions for guidance in such broadcasts, recommending chiefly that no doctrine of hate should be preached against the enemy. This came in direct opposition to the stands taken by Corwin and Oboler. Participants in the religious broadcast panel also called for greater unity through this type of program and emphasized the need for a renaissance of religion in these critical times.

Wartime conditions provided the themes of other discussions covering child programs, agricultural programs, college groups teaching radio, cooperative group broadcasting and service organizations.

Drama

ADDING DRAMA to a drama discussion at the Institute in Columbus, Ireene Wicker, the Singing Lady to millions of juvenile listeners, faltered. Then tearfully she continued: "Children should know for what men are dying today, and for what little children may have to lay down their lives in the future. You writers know what you are talking about," she said. "Write . . . write for the children as well as the grown-ups. Write . . ." A sob punctuated her delivery and she left the hall. An Institute representative informed the audience that her 19-year-old son had just been killed in action with the RCAF.

1942 AWARDS OF OHIO INSTITUTE

Lecture, Talk, Speech: First award—Cecil Brown's eye-witness account of the sinking of the *Repulse*. "Eric Knight" from the CBC series, *Guest of Honor*. Honorable mention—Frank Laskier, CBC interviewer.

Demonstration or participation program: First award—*Blood Donor* by Jimmy Vandiveer, KFI, Los Angeles, and *Wings Over Jordan*, by Rev. Glen Settle, CBS.

Dialogue, rountable conversation, interview, debate, question and answer: First award—*One Half-Hour Later*, CBS roundtable and international pickups. Honorable mention—*People's Platform*, CBS, and "How Shall We Deal With Defense Strikes?", *Town Hall*, BLUE.

All Forms of Dramatization: First award—*Johnny Quinn, U. S. Navy*, by Arch Oboler, NBC. Honorable mention—*Shadow on the House*, by Oscar Saul for U. S. Public Health Service and directed by Philip Cohen. *Anna*, American Red Cross, directed by Oboler.

For Use in Promoting the War Effort: First award—*Quiet Victory*, by William Strange, CBC. *Down Mexico Way*, by Richard McDonagh, NBC inaugural program. Honorable mention—*The Funeral of General Von Blatz*, by David Howars and Howard Breslin, NBC.

For General Use by Children: First award—*Little Lame Princess*, Nila Mack series, CBS. Honorable mention—*Circus*, by Mary Grannan, CBC.

For use in school by elementary children: *Salute*, by A. Murray Dyer, CBS. Honorable mention—"The Violin Family", Part II of *Music Is Yours*, Texas School of the Air.

Special awards: *Hollywood Salute to President*, by Arch Oboler, NBC. *Labor Arbitration*, by Samuel Zack, WMCA, New York. *Ask the Scientist*, Syracuse U Radio Workshop. "Green Mansions," from *Great Novels of All Times*, WNYC, New York. Honorable mention—*Michigan Ugly Duckling Proves Its Worth*, by Frank Telford, Wayne U, Detroit. *Salute to China*, by Paul Monash, WNYC, New York. *Knock at the Door*, by Pauline and Fred Gilddorf, KOIN, Portland. *The Poor Count's Christmas*, by Kathryn Lockhart, directed by Claude Morris, KDKA, Pittsburgh. *Corky*, WHA, Madison, Wis. *News of the Week*, WOSU, Columbus. *Under the Lion's Paw*, by Romance Coopman, WHA, Madison. "Chopin," from *Up and Down the Scale* series, KSL, Salt Lake City.

CBS TO CONSIDER PROGRAM SERVICE

TO RENDER further programming services to CBS affiliate stations in relation to their national advertisers and agencies, Thomas D. Connolly, CBS director of program promotion, will hold informal sessions with CBS station men attending the NAB convention in Cleveland.

Mr. Connolly

Mr. Connolly, who has been with CBS two years, has developed a program service department with three objectives: (1) Analyze all requests coming from clients and agencies, eliminating as far as possible those which appear unproductive; (2) prepare complete campaigns aimed at getting results in areas laid out by stations themselves; (3) impress upon client and agency that station cooperation is voluntary, thus removing pressure on stations.

The varied program services offered by CBS include complete campaign brochures containing story background, suggested ads, stunts, local announcements, recorded announcements made by stars for use by station prior to and during first few weeks new program, dealer material such as suggested letters, dealer studio meeting procedures, advance information on contests, and other forms of merchandising and program services.

OSU Honors Damrosch

TESTIMONIAL dinner was given in honor of Walter Damrosch, conductor of the NBC *Music Appreciation Hour*, at the Institute for Education by Radio May 5 for his contribution to radio education. For an hour the BLUE carried a part of the proceedings featuring a special address from Dr. Damrosch.

GEORGE HAYES, of the BLUE announcing staff, who handled the unsponsored news periods on *Say It With Music*, all-night, all-music program on WJZ, New York, has won the announcers contest to handle the news, now sponsored by Esso Marketers.

WPB Power Order Affects Broadcasting

DCB Surprised by Severe Ration Ruling

INCLUSION of broadcasting as subject to curtailment of electric power in an order issued last week by the War Production Board to provide for power rationing in the event of local shortages has caused turmoil in both Government and industry radio circles.

Catching everyone in radio by surprise, the order (Limitation Order L94) sets up machinery to handle power shortages wherever they occur. While there are a number of exemptions, such as Government, military, transportation, hospitals and communications services, radio is specifically excluded from the exemptions.

The order specifies "radio communication (not including commercial broadcasting)" as exempt from the mandatory curtailment provisions. These curtailment provisions are left sufficiently flexible to take care of conditions as they may occur in a given area.

DCB Gets Busy

The mere fact that commercial broadcasting was not exempted caused considerable agitation in Government radio circles. The matter was brought to the attention of the Defense Communications Board at its meeting last Thursday by FCC Chief Engineer E. K. Jett, after he had been apprised of it. An investigation immediately was instituted and it was indicated steps would be taken promptly to safeguard against arbitrary action which might mean the shutting down of stations.

Promptly upon release of the order, BROADCASTING contacted every available quarter in Washington to learn possible effect of the order on industry operations. While assurances were given there was no intention of classifying broadcasting with non-essential consumer groups, there nevertheless was no commitment that broadcasting as an industry would be exempted.

In issuing its detailed order, WPB announced that in some areas shortages of power already have occurred and in others further shortages are threatened. These shortages are generally caused by the vast increase in use of electric power by war industries, it was pointed out.

Two main lines of action against power shortages are set out in the order. The first, immediately effective, requires utilities to operate their systems in a way that will produce maximum power from present capacity. The second, to be put into effect when and where a shortage occurs, establishes machinery for mandatory curtailment of power for commercial and industrial consumers. Provision is also made for curtailment of residential consumers.

When a power shortage develops, the WPB director of industry operations, J. S. Knowlson, will define the power shortage area and issue specific directions to utilities, nonutility power producers and consumers to relieve the shortage. Emergency curtailment schedules will be established and put into operation.

How It Will Be Done

Five steps were enumerated:

1. Eliminate all non-essential lighting, such as sign lighting, show window lighting, flood lighting of athletic fields, and restrict lighting in stores and other public establishments to one watt per square foot of floor space. This would permit not more than 50 100-watt bulbs in a store with a floor space of 50x100 feet. (The entire list of prohibited lighting is attached to the order as Exhibit A.)

2. Restrict or prohibit the use of electric power during peak periods. Such action would affect all consumers.

3. Limit delivery of power to an industrial customer to a power usage which will be based on a percentage of his highest demand during the 12 months from May 1, 1941 to April 30, 1942.

4. Restrict consumption of large non-residential consumers using more than 2,500 kilowatt hours a week to a weekly quota based on a percentage of their power consumption in April of 1942 or any other period fixed by the WPB.

5. Restrict the consumption of consumers (residential and small commercial) using 2500 or less kilowatt hours on a basis to be fixed at the time of the shortage.

Depending upon the severity of the power shortage, at least three of the five steps would be applicable to broadcasting. How seriously the order, if left intact, would affect broadcasting operations depends upon which of the restrictions is invoked.

Copper Restrictions

AMENDING an earlier copper order, the War Production Board May 7 prohibited the use of copper and its alloys, including bronze and brass, in an addition 100 civilian items, curtailed other uses after June 15 and ordered various restrictions to effect further conservation of the material. In general, the new order had no direct effect on the broadcasting industry. Only radios (excepting those for ships) and phonographs or other record players were named specifically.

Station Consumption

A 250-watt station operating 17 hours a day uses about 200 kilowatt hours of power a week for transmitting purposes. Along with power used for tower illumination and other lighting, such a station consumes about 320 kilowatt hours per week. Thus, local stations would be affected in the restriction category of small commercial users employing less than 2500 kilowatt hours per week, as well as under the two general prohibitions.

A 5,000-watt station operating 17 hours a day uses approximately 2,000 kilowatt hours a week for transmission and an overall power of 2,350 kilowatt hours. A 50,000-watt station uses an estimated 14,600 kilowatt hours per week for transmitting purposes and an aggregate of 15,200 kilowatt hours overall weekly.

Edward Falck, chief of power supply allocation, Power Branch, Materials Division of WPB, told BROADCASTING last Friday that the order should be considered as an "enabling order", to allow local administrators of WPB to call for curtailment of power in cases of "acute" shortage. He said that any cut-off of power of broadcast stations would depend on the "acuteness" of the shortage.

Another important factor in power curtailment would be the number of stations in the particular locality affected by power shortage, Mr. Falck declared. He cited as an example two stations in a particular town which had become a critical area. It might be necessary to shut off power for two hours a day from non-defense plants. In such a situation, each station would be asked by the local administrator to shut off for one hour each.

Mr. Flack explained there are two types of power shortages—capacity and energy. In the case of capacity shortages, which means the peak load the power generators of a town can carry, stations might be asked to go off the air for a short time each day to take care of any additional needs of defense plants which occur usually at the same time of day.

Energy shortage was defined as occurring when the generation of power is slowed down for some reason, such as during a drought when rivers are low and hydroelectric generation is sharply reduced. In such situations, he said broadcast stations might be asked to cut down an hour or so a day until the normal load can be met.

Mr. Falck said that local admin-

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CENSORSHIP POST ACCEPTED BY CARR

EUGENE CARR, assistant manager of WGAR, Cleveland, and chairman of the NAB Sales Managers' Committee, last Thursday was appointed an assistant in the Radio Section of the Office of Censorship for radio. The appointment was announced by Byron Price, director. Mr. Carr's position will parallel that of Robert Richards and Stanley P. Richardson, and represents the first phase of expansion of the Radio Division's personnel.

Mr. Carr

Mr. Carr will devote full time to the new position, reporting for duty in Washington May 18.

Prominently identified with broadcasting for the last 14 years, Mr. Carr in 1928 left a post as instructor in voice at U of Oregon to become program director of WTAM, Cleveland outlet of NBC. Later he joined WGAR as program director and has been assistant manager under John Patt since 1935 and in charge of sales since 1937. Recently he was elected vice-president of the Ohio Assn. of Broadcasters.

Born in Shelbyville, Ill., Dec. 7, 1903, Mr. Carr was graduated from Westminster College in 1925. He is married, has one daughter, is a member of Phi Gamma Delta, Phi Mu Alpha, Cleveland Advertising Club, Cleveland Rotary, Hermit Club, Cleveland Boy Scout Council.

Col. Biggar Appointed Head Censor in Canada

FOR CLOSER cooperation with United States censorship authorities, Prime Minister Mackenzie King announced May 5 at Ottawa that Col. O. M. Biggar of Ottawa has been appointed Director of Censorship for Canada, with authority over press, telegraph, radio, telephone and mail censorship. He will be responsible to the Minister of National War Services, Hon. J. T. Thorson.

The appointment does not mean a change in the present censorship staff, but unites all present censorship departments to the new chief. Col. R. P. Landry, secretary of the Canadian Broadcasting Corp., remains as radio censor. Col. O. M. Biggar is also joint chairman of the Canada-U. S. Joint Permanent Defense Board.

Formula for Stores

A WARTIME formula for department store advertising is being tested by Bloomingdale Bros., New York, with *Woman & The War*, five-weekly 10-minute program on WQXR, New York, which started this week. Instead of urging feminine listeners to buy at the store, Mrs. Frances Corey, fashion director of Bloomingdales and conductor of the program, tells her audience what not to buy, how to conserve clothes and goods already owned, and how to interpret developments in Washington affecting the homemaker. Program is heard Monday through Friday, 9-9:10 a.m. Account is handled direct.

1900 Frank V. Becker 1942

FRANK V. BECKER, owner-manager of WTBO, Cumberland, met his death last Monday (May 4) when a two-passenger plane, which he had acquired only a week before, crashed into a Maryland mountaintop.

The 41-year-old engineer-broadcaster, who was an aviation enthusiast, was a passenger in the craft. William E. Swartzwelder, 36, a trucking firm employe, at the controls, also was instantly killed.

Well-known in radio circles, Mr. Becker came to Cumberland in 1935 from Philadelphia, where he had been chief engineer of WFIL. He had acquired an interest in WTBO at the time, but only last month procured control of the station with FCC approval. Then the owner of 50% of the station, he had purchased 49.6% additional from Leon V. Pamphilon, engineering supervisor of WFIL.

Mr. Becker was a member of the Civilian Air Patrol in Maryland and had acquired the plane presumably to engage in this voluntary war work. He was also a member of the Allegheny County Civilian Defense Committee.

Mr. Becker was graduated from Cooper U Institute of Technology as an electrical engineer; from Columbia U, where he studied radio engineering; from Brooklyn Polytechnic with a degree in mathematical physics.

The two-passenger Aeronca plane had been purchased on April 30 at St. Mary's, Pa. Stubs in Mr. Becker's checkbook indicated he had made a down payment of $750 for it on that day. Mr. Swartzwelder had flown the plane from St. Mary's to Cumberland the preceding Friday.

Mr. Becker is survived by his widow. Before becoming a broadcast-engineer, he had served as a radio operator aboard merchant ships. Prior to joining WFIL he had worked with NBC in New York. WTBO is licensed to operate on 820 kc., limited time, with 250 watts.

More Pall Mall Spots

AMERICAN CIGARETTE & CIGAR Co., New York, which has been conducting a spot announcement campaign for Pall Malls for the past year on an alternating basis with Lever Bros. Co. for Lifebuoy, on May 11 return to stations in New York, Chicago, Philadelphia, Buffalo and Detroit. On May 18, the company plans to add 18 more cities to the list, bringing the total number of stations to about 150. Agency in charge of both accounts is Ruthrauff & Ryan, New York.

'Red Ryder' on MBS

MBS last week replaced the thrice weekly 7:30 p.m. period, left vacant by *The Lone Ranger*, with *Red Ryder*, cowboy adventure story, based on the newspaper comic strip now in 643 publications in the United States with a circulation of more than 13,000,000. The hero is "Red Ryder," who battles rustlers assisted by a Navajo Indian, named "Little Beaver." Fred Harman writes the strip, which has also been used in movie serials and boys books. *The Lone Ranger*, formerly heard on Mutual in that period, moved to the BLUE May 4 under sponsorship of General Mills, Minneapolis.

Loewi in Navy

MORTIMER W. LOEWI, vice-president of Allen B. Du Mont Labs., is now serving in the Navy with the rank of lieutenant commander. He is stationed in Washington.

Spots on Price Fixing Are Released by OFF

A SERIES of spot announcements, running 30 seconds to one minute and stressing the fact that price-fixing is not effective until May 18 and that the public should be patient with retailers in their problems of adjustment, was sent via teletype last week to all regional directors of the Office of Price Administration, with the request that they be relayed to all stations in their areas.

At the same time the Office of Facts & Figures asked the radio industry to cooperate in carrying this message to the public, leaving to the stations the time of spotting the announcements and the number of times they wish to carry them.

OFF also announced that its network allocations for the two weeks starting May 11, second period since the plan was inaugurated [BROADCASTING, April 20], would stress USO, war bonds, salvage and car pooling. Instructions under the Radio War Guide have also been transmitted to stations.

Wythe Williams Back

WYTHE WILLIAMS, news analyst and foreign correspondent who was heard on MBS in 1940-41, has returned to the network, with a schedule of Sunday programs, 6-6:15 p.m., available for local sponsorship.

Rockefeller Opens USO's Fund Drive

Radio Taking Prominent Part In $32,000,000 Campaign

THE USO opens its $32,000,000 War Fund Campaign May 11-July 3 with a talk by John D. Rockefeller Jr., honorary chairman, speaking over MBS May 11, 10:15 p.m. In announcing the lineup of radio programs which will carry mention of the USO May 11-17, Joseph R. Busk, co-chairman of the USO Radio Committee said:

"Commercial radio sponsors of the country are backing the USO without a single exception to date." In one of the first drives operating under the OFF's Network Allocation Plan [BROADCASTING, April 20, 1942], each network has been assigned definite dates and times on which to promote the USO campaign in 35-word and one-minute spot announcements.

Opening Week Plans

For the opening week, the drive will be promoted on 46 network commercial and sustaining programs with everything ranging from spot announcements to extensive mention of USO.

NBC will mention the drive on 17 shows; CBS on 13, Mutual on 8 and BLUE on 8. In addition to the live shows, which does not include USO shows scheduled individually on local stations, about 300 non-network stations are being sent a special USO transcription presenting a five-minute talk by John D. Rockefeller Jr., and a five-minute reading by Eddie Cantor of Howard Vincent O'Brien's essay "So Long, Son". The USO has also sent sets of spot announcements to 885 radio stations, to be inserted in local programs throughout the campaign.

Listerine Testing

LAMBERT PHARMACAL Co., St. Louis, which last week started a test campaign for Listerine Toothpaste, using thrice weekly programs of the *Make Believe Ballroom* on WNEW, New York, has started one-minute transcribed announcements on WERC, Erie, Pa., and WHP, Harrisburg, Pa. for Listerine Antiseptic. The latter product has been promoted for the past several weeks on WHDL Olean, N. Y., as a test. Agency is Lambert & Feasley, New York.

Vacation Spots

SOUTHERN CALIFORNIA All Year Club, Los Angeles, in its campaign to promote Southern California as a vacation spot, on May 10 started for 22 days, using from 4 to 10 transcribed announcements per week each on 12 western stations, KGW KOIN KHQ KFPY KOMO KIRO KDYL KSL KLZ KOA KTAR KOY. Agency is Lord & Thomas, Los Angeles.

SECOND meeting of the recently formed Radio Directors Guild [BROADCASTING, May 4], was held May 10 in New York, at which time the group drew up plans for its constitution. President is George Zachary, free-lance director.

Uncertain Status of Vinylite Creates Disc Industry Problem

Producers Point to Small Amount Required and Importance of Restricted Product to Stations

REACTION of the transcription industry to the order placing the Vinylite used in making recorded programs under direct allocation control of the War Production Board [BROADCASTING, May 4] could last week be summed up in the phrase "confidence mingled with concern."

Leading producers of transcribed programs were confident that the importance of transcriptions to broadcasters, especially to small non-network stations largely dependent on recorded program material, was such that if priorities are required it should be easy to prove to the WPB the necessity of allocating to the transcription industry the relatively small amount of material necessary for it to continue its service to the broadcasters.

Shellac Shortage

In view of the recent drastic curtailment of shellac for phonograph records which is expected to result in a proportionate dimunition in the output of such records, small independent stations will be more than ever dependent on transcriptions, it was pointed out.

In addition to affecting the program service of many stations, a curtailment in the supply of transcriptions would also have a seriously adverse effect on the income of the broadcasters. Many of the spot campaigns placed by national advertisers are on transcriptions, even where the records are of one-minute announcements or even shorter chain breaks.

In addition to such purely commercial transcriptions, made specially for the advertisers, many stations use their transcribed library services to build programs for sale to local sponsors in their communities, where comparable live talent is not available and where its cost would be prohibitive to the average local advertiser if it were.

Pointing out that the volume of time sales resulting from the use of transcriptions is far greater than the volume of business done by the transcription companies themselves, one leading producer of transcriptions expressed the opinion that if there is any appreciable curtailment in the production of discs resulting from the new order, the fight for priorities to make Vinylite available for transcriptions should be taken up by the NAB as well as by the transcription industry.

Langlois Bulletin

In a bulletin recently sent by C. O. Langlois, president of Lang-Worth Feature Programs, to all broadcasters regarding the shellac order and its probable effect on the supply of phonograph records, Mr. Langlois discusses the Vinylite situation, pointing out that should the Government find it necessary to increase the amount of Vinylite allocated to defense work "the effect on transcriptions would be felt immediately".

Stating that he does not want to scare, he continues: "I do believe, however, that it behooves every one of us to immediately estimate our recording needs for the next year or two, and take positive steps to meet them.

"If your contract with your present electrical transcription service expires within the next few months, and if you are thoroughly satisfied with that service, I strongly urge that you renew that contract, now. Such active contract will not necessarily guarantee you transcriptions should the Government need still more Vinylite, but it will, at least, register you as an active customer, and furnish your supplier with an obligation to perform."

Hard to Figure

The chief cause for concern expressed to BROADCASTING was the vagueness of the allocation order, which provides that at the beginning of each month the director of priorities shall issue specific directions to the producers concerning deliveries to their clients. In effect, this puts the users of Vinylite on a month-to-month basis, with no means of determining today how much material will be available six or eight months hence.

The head of one transcription company said this uncertainty is already having a bad effect on his business. "An agency calls me up," he reported, "and asks how much Vinylite I will have in June and I say I don't know. They ask what percentage of the normal supply will be allotted to us and I say I don't know.

"They ask if we will have to devote all of our allotment to our library service or if there will be some left over for commercial recordings and I say I don't know. Other Government curtailment orders have been definite, stating that 60% or 50% or even, as in the case of shellac, 30% is available. Then a man can plan what to do. This way it's hopeless."

Meanwhile the makers of phonograph records are making an attempt to alleviate the curtailment of shellac [BROADCASTING, April 20] by requiring their distributors to turn in old discs when they buy new records. Both RCA-Victor and Decca Records have set up such plans on a 3-to-1 basis, one old record to be turned in for each purchase of three new ones. The Victor order is already effective; Decca's goes into effect May 15. Both companies require that the old records be of "solid stock" and both pay 6 cents a pound, or about 2½ cents per record.

May Ration Dealers

Columbia Recording Corp. has not yet adopted any such plan but this company is also purchasing old discs at 2½ cents each for "solid stock" and is also paying 2 cents for each laminated record such as CRC uses in its pressings. The solid stock discs are made of a clay mixture containing shellac, whereas the laminated records are made of a paper-covered core with a varnish-like coating in which the cuts are made.

Distributors have not yet attempted to ration their dealers on a fixed basis, it was stated, but are watching May collections of old records carefully and if there are not enough taken in to provide for the June orders, then a strict rationing plan will probably be instituted here as well as in the manufacturer-distributor relationship.

Dealers are urging their customers to bring in their old records when they buy new ones and are paying the standard rates for them, but no rigid old-for-new requirements have been established.

Charles Michelson, New York distributor for Gennett Sound Effects Record Co., reported last week that Gennett has informed him they have perfected a new material on which to record sound effects which does not require the use of shellac and which makes it possible to reduce surface noise to within 5% of minimum. Detailed description of this material was not available in New York last week, but Mr. Michelson said the new records would be demonstrated in Cleveland during the NAB Convention.

FIRST QUALIFIED applicant for the new V-5 Naval Aviation class, Jack Bottger (top photo, right) of WWL, New Orleans, is sworn in for service by Lieut. Larry C. Priestman, senior member of the naval aviation cadet selection board at New Orleans. Monte Kleban (bottom photo), WOAI production manager, admires the service medals shown on the bulletin board at Dodd Field Reception Center, where he is now a private in the Army, having enlisted recently.

Adopt a Pilot

HARRY W. FLANNERY, news analyst broadcasting weekly from KNX, Los Angeles, on CBS Pacific Coast stations, is asking his listeners to "Adopt a Pilot". Flannery asks for contributions to help prospective pilots who need some minor medical attention to meet the physical requirements of the Army Air Corps. He hopes to interest civic groups and luncheon clubs in "adopting" one prospect for the Army Air Service each month. Flannery's program is sponsored by Brown & Williamson, Tobacco Co., Louisville, for Avalon cigarettes.

STATION OFF AIR BRIEFLY IN STRIKE

FIVE MINUTES before airtime the International Brotherhood of Electrical Workers notified the management of WFMD, Frederick, Md., of their intentions to strike immediately, refusing to put the station on the air, according to Lawrence Leonard, station owner. General Manager A. V. Tidmore, who is also an FCC licensed operator, put the station on the air, he explained.

According to the union's statement its controversy with the station dates back to Nov. 21, 1941, when the IBEW was recognized as the bargaining agent for the technical employes in a National Labor Relations Board election [BROADCASTING, Nov. 24]. After being certified the IBEW claims to have made repeated attempts to reach an agreement on wages, working conditions and other conditions of employment.

Mr. Leonard said there was no wide difference in the matter of salary negotiations; instead he said the issue of the closed shop brought the rupture. Mr. Leonard explained he had six technical employes before the strike, four of whom were members of the union. The remaining two expressed their unwillingness to join the union and the management would not impose membership as a condition of employment.

Following the fracture in relations the technicians voted to strike. Permission to strike was granted by the IBEW, claiming the area is adequately covered by Washington and Baltimore stations. Actually the station has continued to broadcast since the two non-union technicians have remained at work and a third licensed operator has been hired.

Speakers on the Radio

SPEECH by Paul V. McNutt, Federal Security Administrator and director of the War Manpower Commission, to be delivered before the NAB convention on Wednesday, May 13, will be broadcast nationally by MBS. The speech by Archibald MacLeish, chief of the Office of Facts & Figures, scheduled Monday, May 11, and that of Humphrey Mitchell, Canadian Minister of Labor, Tuesday, May 12, will be broadcast locally by WCLE.

House Probe Shows Need of Radio Policy

Committee Members Display Interest in Testimony Showing FCC Practices

MEASURABLY improved chances for enactment of new legislation by Congress creating a "national policy" for radio and specifically limiting the functions of the FCC or its predecessor to eliminate all doubt about its powers, were foreseen last week following testimony in favor of the Sanders Bill (HR-5497) by witnesses representing the major networks.

Establishment of a "new philosophy" of radio regulation, which would limit the FCC's functions to purely physical and technical aspects, and also give radio a parity with the press, was advocated in a strong presentation by William S. Paley, CBS president, before the House Interstate & Foreign Commerce Committee, which began hearings on the Sanders Bill last month. Committee reaction, so far as it could be gauged, appeared overwhelmingly favorable to legislative steps to keep the FCC "from running hog wild".

Mullen Urges Changes

Preceding Mr. Paley's testimony, delivered Wednesday, Frank E. Mullen, vice-president and general manager of NBC, in a Tuesday appearance endorsed both the general provisions of the Sanders Bill and the recommendations of the Federal Communications Bar Assn. to revise drastically appellate and procedural functions of the FCC.

The Sanders Bill, employed by the Committee largely as a vehicle for an inquiry into allegations of exercise of improper authority by the FCC, proposes, among other things, that the Commission be divided into two autonomous divisions of three members each, one handling broadcasting and related matters, and the other purely public utility carriers. The chairman, under such a setup, would become executive officer with no regular assignments on either division.

Testimony of Messrs. Paley and Mullen was buttressed by arguments of legal counsel of the two networks—Judge John J. Burns for CBS and John T. Cahill for NBC—attacking the FCC's arrogation of authority over business aspects of broadcasting, notably as demonstrated in the network monopoly rules.

Before the network cases were heard Neville Miller, NAB president, made a brief appearance last Tuesday to complete testimony given a fortnight before. He opposed any moves by the FCC designed to deprive newspapers of the right to own stations and asserted that "great apprehension" existed among publishers that the FCC majority was heading in the direction of declaring it contrary to public policy to have newspapers own stations.

Stanton, Davis Testify

The only other witnesses to appear during the three hearing days were Dr. Frank N. Stanton, CBS research director, who presented and described exhibits portraying present-day radio growth and work of CBS; and Elmer Davis, CBS news analyst, who supported previous arguments of President Paley opposing placing of editorial restrictions upon news broadcasting or any treatment that would not leave radio on equal footing with the press.

While thus far only an affirmative case in favor of new legislation has been presented, the proceedings had developed to the point where Chairman Clarence F. Lea. (D-Cal.) observed he felt Congress should clear up the controversial issues regarding conduct of the FCC and that it had been demonstrated the Communications Act of 1934 "needs revision".

This was interpreted as an indication that the Committee would be disposed to act rather promptly. Chairman Lea, one of the House leaders and highly respected by his Committee, has a reputation of getting things done, once he makes up his mind. In the Sanders Bill proceedings, after most of the industry had urged that the Committee forego hearings because of the war, Chairman Lea took a different view and called the hearings on schedule despite pleas for postponement.

When Judge Burns completed his testimony Thursday afternoon, Chairman Lea announced the hearings would be resumed May 19—allowing a recess for the NAB convention. The Newspaper - Radio Committee is scheduled to appear, probably through Harold V. Hough, chairman; Judge Thomas D. Thacher, chief counsel; Sydney M. Kaye, associate counsel, and probably several representative newspaper-station owners.

Committee Plans

The tentative Committee lineup, following the Newspaper - Radio Committee's appearance, is:

Rear Admiral S. C. Hooper, communications expert of the Navy and a pioneer figure in the development of communications regulation, at the Committee's request to comment on wartime functioning of the FCC in relation to military requirements.

Louis G. Caldwell, general counsel of MBS, presumably to support the FCC position in favor of the network monopoly regulations and to oppose certain of the proposals in the Sanders Bill and in the Federal Communications Bar Assn. presentation.

FCC Chairman James Lawrence Fly, who has been disposed to oppose any new legislation.

Commissioner T. A. M. Craven, who has been in the minority on virtually all policy determinations of the FCC during Chairman Fly's tenure.

Rebuttal testimony, if deemed necessary by the Committee.

More than cursory interest attaches to the scheduled appearance of Admiral Hooper. In testimony May 5 before the Senate Interstate Commerce Subcommittee considering the proposed Western Union-Postal Telegraph merger bill (S-2445), Admiral Hooper cracked the FCC, declaring the Army and Navy knew "that from past experience" the FCC is very likely to put its own judgment ahead of the armed services in regard to military communications requirements.

"I am opposed to the principle of delegating the responsibility of determining fundamental policies underlying the development and organization of our communications systems to any one agency of the Government and especially to the FCC, an agency which has so little knowledge of the military requirements and principles involved," the Admiral said.

Monopoly Rules Hit

In addition to newspaper ownership, the FCC's network monopoly rules came in for a siege of lambasting during the proceedings, with members of the Committee essaying to draw out witnesses on whether the FCC had overstepped its authority. There were answers aplenty in the affirmative. Mr. Mullen, in his direct testimony, commented particularly on the highly explosive time option issue. He said it was obvious that if a network is unable to deliver one or more principal markets, the entire advertising campaign may be lost.

Mr. Paley minced no words in his condemnation of the FCC's actions, asserting that it has developed "an appetite for power" that will become almost limitless unless Congress clearly defines its functions and takes steps to preserve "freedom of the air". He reiterated previous statements that the effect of the network rules would be to "torpedo network operations" as they are known today.

Judge Burns, who was subjected to the most detailed examination, charged the FCC with "a clever bit of indirection" in the procedure it followed on the network rules. Instead of attacking the networks directly, he charged, it put all affiliates on notice that they "are going to lose their licenses" if they enter into contracts with networks on an exclusive or time-option basis.

Cox Plan in Doubt

Meanwhile, the fate of the Cox Resolution, for a select committee inquiry into the FCC, remained in doubt. It is still pending before the House Rules Committee, but Rep. Cox (D-Ga.) insists that it will be considered soon. The Georgian is still smarting under the sting of the charges allegedly emanating from the FCC and being investigated by the Department of Justice that he improperly represented radio station WALB, Albany.

Rules Committee members were represented as being aroused over the fact that Chairman Sabath (D-Ill.) had failed to call a meeting of that body in the three weeks following the Easter recess to consider the Cox resolution, and it was stated that "extreme measures" might be taken to guarantee a hearing .

Rep. Cox himself said that he expected the Committee to hold another hearing within a week, with Chairman Fly to be recalled for the third time. If that is not done, he indicated efforts would be made to get the resolution out of Committee, a procedure rarely invoked. Rep. Cox had announced that he would answer "the attempted smear" in connection with the WALB matter on the floor of the House.

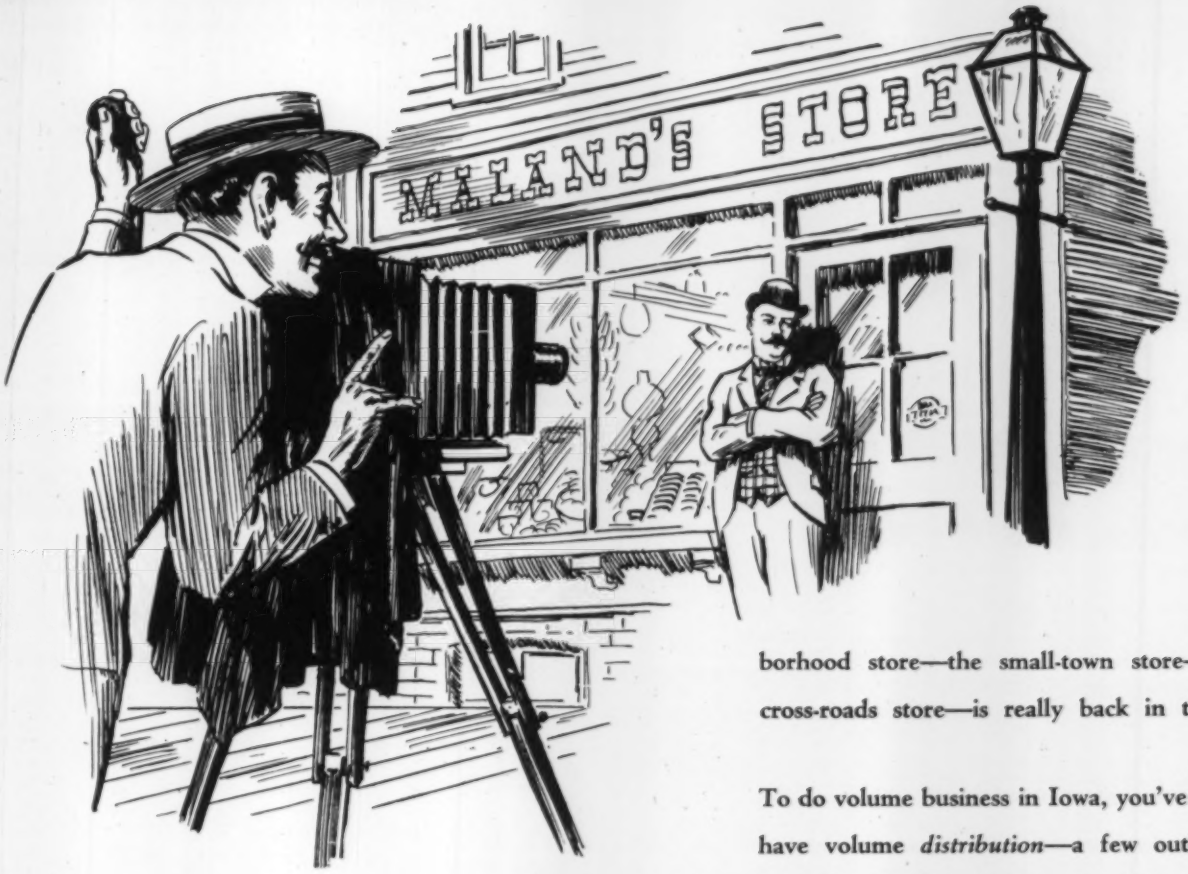
Miller Testifies

Recalled to complete his testimony begun April 16, Neville Miller, NAB president, was cross-examined by Rep. Sanders regarding Section 7 of his bill which would authorize the FCC to make investigations covering the most important of the regulatory issues, including network organization of stations, regulation and licensing of networks, multiple ownership and other controversial proposals.

Responding to the overall question as to his opinion on the advisability of these projects, Mr. Miller said he felt all were matters on which Congress should lay down the fundamental principles. He said in his judgment the proper procedure would be for Congress to instruct the FCC to report to it so that policy can be determined by the Federal legislature. He added he believed the FCC has in its possesion at this time sufficient facts, based on its past investigations, to make prompt reports.

Dealing specificaly with newspaper-ownership, Mr. Miller said he felt the FCC did not have the power to discriminate among station owners. He cited two court cases as precedent—the so-called Tri-State case, involving KROD, El Paso, owned by the *El Paso Times*, and the Stahlman case, which had to do with the right of the FCC in its newspaper investigation to subpeona witnesses. In the latter proceeding, the merits of

(Continued on page 127)



"HERE'S A WAR-TIME SELLING PICTURE!"

● MAYBE you've noticed it even in your own corner of the world (which is undoubtedly a pretty *metropolitan* corner!). But these days when you get out on the real *country* roads, you find that automobile traffic has dropped to almost nothing. *And with that disappearing traffic goes an enormous change in the Nation's retail selling picture.*

Out here in Iowa, the difference is downright startling. People are "going out" almost as much as ever, but they're not going *so far*. The neighborhood store—the small-town store—even the cross-roads store—is really back in the picture.

To do volume business in Iowa, you've now got to have volume *distribution*—a few outlets in our few "big" towns won't do. And the best way to secure volume distribution is to use all the facilities of WHO—*the biggest advertising medium in "Iowa Plus."*

WHO has an almost unbelievable influence with wholesalers and retailers, because *they know* that WHO sells goods. We sincerely urge you to have your Iowa sales representative drop in and see what we can do for you in the way of advertising assistance. Or *write* us for a few typical instances. How about it?

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Industry Faces Future With Confidence

Symposium of Key Figures Shows Radio Meets New Problems Effectively

BROADCASTERS face an uncertain advertising future. But they face it with confidence based on the industry's adaptability to changing times and changing circulation. Furthermore they face it with a feeling of assurance based on a comparatively painless transition to a medium devoted to extensive wartime service.

These conclusions come from a group of key figures representing various branches of the broadcast advertising industry. They represent the views of the networks, NAB, Advertising Council, Assn. of National Advertisers, American Assn. of Advertising Agencies, Cooperative Analysis of Broadcasting, elicited by BROADCASTING which sought to canvass *"The War Outlook for Radio"*.

The industry is blessed with universal accolade for the job it is doing on behalf of the war effort. In modern warfare, requiring nationwide and even worldwide cohesion, broadcasters are waging a day-to-day campaign of informing and influencing the millions of many nations.

Serving the Public

They are serving the public voluntarily under a democratic form of government and will continue to improve and expand this service as the war continues, the symposium of industry views reveals. Some revenue already has been lost as some advertisers leave the air, and as others clip their budgets. Furthermore, money has been spent almost recklessly by networks and stations in their effort to produce the best possible public service programs.

These factors are important but so far they have not been critical. Should the war be a brief one, the industry is likely to overcome such obstacles. But should the war go into years, the problem will become serious—very serious, according to some of the key figures participating in this roundup of industry views.

Reassuring to broadcasters is the fact that radio signals will continue to reach an audience that will not diminish to any appreciable degree. As some of the symposium comments point out, 56 million radio sets are in operation and most of them will stay in operation for the duration. Furthermore, listeners will continue to listen. And even though marked social changes occur and marked population shifts come about, more than 900 broadcast signals will continue to fill the American air and many short-wave stations will continue to serve other nations.

To date the bulk of advertisers are showing their faith in advertising, according to Paul B. West, president of the Assn. of National Advertisers. They want to keep at it as long as there is a job for advertising to do. Right now that job is to help win the war, he says, and advertisers are anxious to keep alive the basic structure of companies now devoting complete facilities to the war effort so they will be able to resume serving the public as consumers when the war is over.

Radio's adaptability is coming in handy, according to Frederick R. Gamble, executive secretary of the American Assn. of Advertising Agencies.

New Business

All broadcasters will lose part of their business, and get some new business, says Edgar Kobak, executive vice-president of the BLUE. But as Paul W. Kesten, CBS vice-president, and general manager, points out, the economic threat to broadcasting is shared by all advertising media, though he reminds that broadcasting can't meet the problem of diminishing returns by "printing fewer pages".

Neville Miller, president of the NAB, is satisfied that radio is weathering the storm and notes that the industry started its transition to world war back in the fall of 1939. No matter what happens, he says radio will emerge from the war with a record of notable public service.

At the moment the biggest job is to win the war, says Frank E. Mullen, NBC vice-president and general manager. He calls for industry unity in the period of crisis.

All other considerations must be held in abeyance as radio supplies the public demand for war news, says Fred Weber, MBS general manager. Advertising, he notes, is becoming more and more a matter of public relations than specific selling.

All branches of the advertising industry are being mustered to mold the public's thinking and action for the hard problems of war, according to Dr. Miller McClintock, executive director of the Advertising Council. He suggests advertising is devising a systematic campaign which can perhaps "do more than any other single force" to shape the minds and hands of the people to achieve victory.

Public listening habits are changing, according to A. W. Lehman, manager, Cooperative Analysis of Broadcasting. News listening is increasing rapidly but people still listen to the regular programs, he finds in analyzing audience trends.

Partially stymied for the moment by equipment problems, FM broadcasters are looking to the postwar period for an FM boom, according to John R. Latham, executive vice-president of The American Network. New radio sets will then be FM equipped, he predicts, and the public will be ready to adopt its service.

War Need for Technicians

The need of technicians has caused many station managers much worry. Radio is a young industry full of young men many of them with technical training. This is a war demanding youth and technical skill. It was but to be expected that the demands would cut deep into station personnel. Approximately 20% of the technicians of stations have already joined the armed forces, and small stations have already begun to feel this shortage. To meet this demand, the NAB, in cooperation with Government agencies and educational institutions, has set up radio technician courses in which approximately 20,000 students are now enrolled. Plans for additional courses in cooperation with the Signal Corps are now being formulated and every effort will be made to meet the anticipated demand.

Government agencies will continue to request and stations will continue to give announcements and programs but I believe due to the coordinating activity of the OFF, radio time will be used more effectively and the plans recently announced will be very helpful to stations.

"We Will Survive the War"

In the long run, we know that radio will survive the war, that listening will hold up, that costs will be met. A most important question is—how is the war activity affecting the public opinion of radio?—will radio come out of the war with increased stature? I think this question can be answered in the affirmative.

Although we have been journeying in uncharted territory, the policies adopted to date have been sound and also radio has not had to be prodded to do its part or to anticipate problems and adopt plans to solve them.

Radio did not wait for actual war before going all out on national defense. Nearly two years ago, it responded to an appeal of the Civil Service Commission and secured 500,000 skilled workers for defense industries. Since then sta-

in use has increased 6 to 7 millions, indicating that from 4 to 6 million sets were scrapped each year. In the future, fewer sets will be scrapped, more sets will be repaired and the 30,600,000 families now owning radio sets should have sufficient sets available.

Costs of operation have increased and in most cases there is no way to cut costs. It is not possible to drop out pages as in a newspaper, and additional public service programs increase costs. For the present, business on the whole has held up but it is difficult to predict the future for no one knows what policies of price control and rationing the government will adopt, much less what the effect will be.

RADIO IS WEATHERING THE STORM

By NEVILLE MILLER
President of NAB

IN SPEAKING of the war outlook for radio, we can look down many vistas, all of them interesting, all full of problems, all vastly different from what existed a year ago. The war has affected every business, our entire life has changed considerably and as time passes I believe the effect is going to be cumulative. Naturally the effect on radio and the outlook for radio has to be considered in relation to the effect on other businesses and on life in general.

Mr. Miller

In the first place I believe we can say that every interruption in normal life will have a tendency towards increasing radio listening. With the rationing of tires and gasoline, there will be less traveling about, more listening to radio. With the tempo of our life being quickened to meet production quotas, the need for recreation and relaxation will be increased more than ever and radio will meet that need. The nation's desire for news, the interest in public affairs and many other items all indicate that listening will remain high.

Although there will be no new stations built, the 924 stations now in existence are serving an important function in the national war program and unquestionably they will be able to secure tubes and material necessary for continual operation.

More Listening

In spite of the discontinuance in the manufacture of new sets, listening should not be affected by lack of sets. There are 56,000,000 sets in use today and the present inventory should supply the demand until fall. In recent years, 10 to 13 million sets have been sold each year and the total number of sets

tions have recruited for the Army and Navy and have responded to the call of all government agencies.

Moreover, all this service has been rendered gratis, a policy which experience has already shown to be wise.

Radio Did Not Wait

Again radio did not wait for problems to develop regarding handling of war news, but in September, 1939, in December, 1941, and again in February, 1942, codes for the handling of war news were informally adopted by the industry. It is a generally accepted principle that government as a rule undertakes no services or regulation except after private agencies have proved themselves incapable or unwilling. Certainly radio's record in self regulation is one of which we all may be proud.

In conclusion, we all realize that it is impossible to forecast the future, but it is my opinion that radio so far has shown initiative in meeting the problems of the war and has adopted sound policies all of which make us sure that radio will do more than merely weather the storm—it will emerge from the war period with a record of unselfish public service of which we shall all be proud.

WARS AREN'T WON WITH LONG FACES

By PAUL W. KESTEN
CBS Vice-President & General Manager

RADIO'S ROLE in the war will be that of pack horse—*and* Pegasus.

Or, in terms of this mechanized war, the role of jeep—*and* fighter plane.

It can play both roles superbly. It is already playing them well.

When it is busy telling women about sugar rationing, telling men how to answer Selective Service questionnaires, telling children about collecting salvage, it is doing the jeep part of the job—moving information in the quickest and most utilitarian way from one point to another, or rather from one point to many millions of points.

Mr. Kesten

When it is carrying the President's trenchant call for courage and sacrifice, when it is talking in inspired earnest about why we fight and what we're fighting for, as in *This Is War* and *They Live Forever*—then it flies on wings that move men's hearts and minds. Both jobs are tremendously important on the psychological battlefronts of this war.

And while it is doing both those wartime jobs, it will go on entertaining, relaxing, diverting the American public, stirring listeners with great music, beguiling them with gay music, cheering them with laughs, because wars aren't won with long faces.

Ordnance of Ideas

The fact is (and the sooner all broadcasters realize it, the better) —radio is the No. 1 arsenal of democracy in the Ordnance of Ideas—the supply and transportation of words and thoughts that beget human action.

Some conception of the central place of radio in the war effort at home can be gleaned from a glance at a typical two-week period in February of this year. In those two weeks on the CBS network alone, eight programs raised funds and members for the Red Cross, 66 programs told the story of our fighting forces, eight programs "sold" civilian defense, 18 others enlisted listeners in the work of health and welfare services, 15 programs sold defense bonds and stamps, 11 carried the vital story of relations among the United Nations.

A total of 189 programs were devoted entirely to some phase of the war effort. In addition to this 391 network "announcements" encouraged conservation, alien registration, and made dozens of other patriotic war appeals.

Reaching Foreign Listeners

Broadcasting as a whole, and CBS in particular, is fighting the war on other vital fronts, beyond the reach of American listeners. Our broadcasting schedule in the United States has its full counterpart in another 16-hour-a-day schedule of programs aimed at foreign listeners.

In 12 different languages, powerful CBS shortwave stations are encouraging the Czechs in their valiant guerrilla warfare against the Germans, promising the captive French final redemption, stirring the Norwegians to continued resistance to their Nazi oppressors, binding the countries of Latin America to us in closer ties of unity and strength.

Thus the war outlook for radio in the United States is one of unremitting service, and enormous contribution to winning the war and winning the peace. With this will come threats to the security of broadcasting itself. Those threats are economic and political. Politically, broadcasting will be buffeted by bureaucrats, as long as we have them. Because its role is so public, it must inure itself to the criticism which any public figure attracts—profiting by it when it is constructive, ignoring it when it comes from the camps of self-seekers or "appeasers."

The economic threat to broadcasting is one shared by all advertising media in the face of a reversal of our laws of supply and demand. With less goods to sell, there may be less advertising. But here a unique challenge faces the broadcasters — because broadcasting, unlike other media, cannot cope with lessened advertising revenue by "printing fewer pages" or by increasing its price at a news stand.

It is therefore up to us to make American industry realize that a free radio deserves their support in a special and unusual way. A free radio has, since the last war, become the very keystone of the arch of free speech, as every foreign dictator knows well. But a free radio *cannot* survive without adequate advertising support, under our American system of broadcasting.

This issue runs deep—in a short war we may not have to face it. In a longer war, broadcasting must develop the statesmanship and leadership to make this issue clear to the leaders and "statesmen" of American industry.

WAR LISTENING SINCE PEARL HARBOR

By A. W. LEHMAN
Manager, Cooperative Analysis of Broadcasting

UNTIL PEARL HARBOR the average radio set-owner was more interested in listening to a bang-up prize fight or a good comedy program than to our national or international leaders. But in war, attitudes change — no longer does a Joe Louis or a Charlie McCarthy or a Jack Benny hold the blue ribbon for packing the house. Now the public is interested in the destiny of America, but at the same time enough of our Americanism is retained to continue to listen in good measure to *regular* programs, for the average rating—or volume of listening to the normal bill of fare as evidenced by the following table —is just about the same as a year ago.

Mr. Lehman

Average Ratings of Night-time Network Programs*
(1st Quarter 1941 vs. 1st Quarter 1942)

	1941	1942
Average Rating—78 programs broadcast both Januarys	14.7	14.7
Average Rating—75 programs broadcast both Februarys	15.1	15.6
Average Rating—76 programs broadcast both Marchs	14.5	14.8

*Weighted by quarter hours.

At the same time there has been an increase of 9% in the number of programs offered.

Thus, the peak audiences shown in the CAB Index of Listening for the first quarter of 1942, particularly for the months of January and February, are undoubtedly due to an added ingredient—the interest of the radio set-owner in war programs and war news. For nighttime listening in the first three months of this year was ahead of the same months of 1941 (then considered as being at a high level). January was 4% higher than a year ago, while the February 1942 CAB Index showed an 8% increase over the same month of 1941. March was almost the same in both years. Daytime listening for both quarters was practically the same.

A Vital Period

The period since Pearl Harbor is one of the most significant in radio's history. During this sombre period it has been demonstrated that the potentials of the medium had not been approached even slightly in previous radio history. Specifically, the addresses of President Roosevelt and Prime Minister Winston Churchill created audiences of such vast dimensions that the most brilliant ratings of years gone by were more than doubled. On Monday, Dec. 8, 1941, the President's appeal for a declaration of war against Japan reached a rating of 65.7 at a time when usually only 15 to 20% of the sets are in operation. Twice since then he has shattered all previous night-time levels with ratings of 83%.

Comparing six broadcasts of the President since the Japs perpetrated their sneak attack on Hawaii with four of his radio speeches rated during 1941, the CAB records show that the President's audience on the average has increased from 31% to 66%.

Incidentally, as far back as last September we had an actual forewarning of what would happen to radio listening when this country went to war. The famous Greer incident speech of the President rated at 72.5 augured current listening habits and interests.

How have news broadcasts fared since America has been at war? Considering just three news programs which have had the same competition from other programs for 2½ months prior to Dec. 7 as for 2½ months after, we find not only a 20% gain in their set owner rating, but a 10% gain when sets-in-use are used as the base. Meanwhile there had been some increase in the number of network news presentations.

Saturation Point?

Again comparing three typical news programs for the first quarter of 1942 with the first quarter of 1941 (newscasts rendered at the same time both years and with the

same program competition), an increase in average audience size of 14% is found.

But, most significant of all is the marked increase in listening to all radio newscasts as shown by the following:

Comparison of Set-owners Hearing One or More News Broadcasts (Based on Wednesday nights first quarter 1942 vs. first quarter 1941):

	% Hearing During Periods		
	5-7 P.M.	7-9 P.M.	9-12 P.M.
Jan., 1942	35.3	17.2	21.5
Jan., 1941	27.7	12.6	18.3
Feb., 1942	31.6	15.9	22.3
Feb., 1941	25.0	10.5	19.0
March, 1942	29.8	15.6	21.0
March, 1941	27.7	10.5	17.9
Average, 1942	32.2	16.2	21.6
Average, 1941	26.8	11.2	18.4

There is a law of diminishing returns in radio. CAB records have shown that when too many programs of the same type are broadcast the average audience for the type not only goes down but the number of offerings in the type tends to decline. The point of saturation on news and war programs may be near at hand. Don't take this review as a substitute for judgment in the future. It is, as it should be, but a measurement of what has been accomplished.

GEORGE BRYAN, CBS newscaster, will do two news programs for the OFF, to be shortwaved to Axis-occupied countries.

ADVERTISERS CONTINUE ACTIVE

By PAUL WEST
President, Assn. of National Advertisers

LAST MONTH the Assn. of National Advertisers made a survey of a representative group of members, asking them about their advertising plans for the coming year. Of the companies responding, 37% said they were planning to spend the same sum for advertising this year as they did last year. Forty percent said that they will have smaller advertising appropriations and 4% were undecided, but 19% reported that in this year of war, 1942, they plan to spend more money for advertising than they did during 1941.

Mr. West

These percentages are, of course, based on plans which, like almost everything else these days, are subject to change without notice, but I think it significant that at this time of uncertainty 56%—a majority—of the nation's leading advertisers should indicate their determination to continue their advertising, at least on last year's level.

To me this means that advertisers have faith in advertising, that they want to go on using the advertising tools and techniques which have served them so well in the past, that they want to continue to use advertising as long as there is a job for it to do. And today advertising's main job is helping to win the war—a job in which every advertiser is anxious to do his full part so that he can get back to his peacetime task of selling goods once more.

The Basic Function

Advertising's basic function, which the war has not changed, is to serve as a means of communication between business and the public. In normal times the chief use which business makes of advertising is to tell the public about the products which business hopes the public will buy. Today under war conditions, business has a different story to tell and its advertising messages must be keyed to the times, psychologically as well as economically.

I believe the people today want to hear from business on several points: 1. They want to be told about the products that are still being manufactured and offered for sale. 2. They want to be told about the products which are no longer on sale and instructed in the ways in which they can make what they have last as long as possible. 3. They want to be told how business is using its skill and ingenuity to provide new products, from materials not needed for military use, to take the place of those other products which are no longer obtainable.

And above all, the people want to know—and expect business to tell them—how to buy and how to conserve so as to act most effectively not only for themselves and their families but for their nation.

After the War

This is a big task that confronts wartime advertising. But advertising can do and is doing that job—not easily and not without making mistakes—but on the whole with a great deal of success. And in doing this job, advertising is serving first the interest of the nation in keeping the public constantly and correctly informed about business and its products; next the interests of the public as consumers, by furnishing them with day to day information on what and how to buy, and finally the interests of business, the advertisers, themselves, by keeping alive the brand names, trademarks and business goodwill, those intangible but tremendously valuable business assets which advertising has created and maintained for business.

This last purpose may well prove to be the most valuable use of advertising in times like these, for its result is to keep alive the basic structure of those companies which are now devoting their complete facilities to the nation's war effort, so that after the war they will again be able to resume their service to the people as consumers, just as they are now serving them as a nation at war.

What has all this to do with radio? A lot, for radio as a young and lusty advertising medium is concerned, and vitally, with advertising as a whole. Today, because radio offers to business a means of reaching millions of people swiftly and at one and the same time it provides an advertising service that business can and will use in its job of helping to win the war just as it has used radio in its peacetime job of selling its products.

INDUSTRY WILL MEET CHALLENGE

By FRANK E. MULLEN
NBC Vice-President & General Manager

WHILE I REALIZE that the broadcasters are confronted with the greatest crises in their careers, I am sanguine that the industry will successfully surmount the difficulties that lie ahead. In serving the American listening public, our Government and American business, we shall have to exercise greatest ingenuity to meet the needs of war conditions as they arise.

Mr. Mullen

It is essential that we maintain our advertising volume if we are to have the necessary revenues with which to support broadcasting service. It is fortunate that American business is recognizing the opportunity that radio affords it to make an added contribution to our national welfare.

Advertisers without exception have cheerfully assumed new duties and today are aiding materially the sale of bonds, in civilian defense, in maintaining the health of the nation, and in supporting generally our total war effort.

Industry Will Respond

Broadcasters must be on the alert to meet the rapidly changing conditions brought about by our transition into a war economy. I am sure that the industry will respond to the challenge. Advantage must be taken of the new opportunities. As we have so many times in the past risen to the call of emergency, so now, the greatest emergency of all finds us well equipped to act quickly and efficiently.

May I add that I believe that this is no time for industry disputes. I am hopeful that the industry will compose its internal differences and unite in one cooperative effort for the job ahead.

TOTAL WAR AND ADVERTISING

By DR. MILLER McCLINTOCK
Executive Director, The Advertising Council

THE IMPLICATIONS of total war are becoming clearer each day. Our enemies are bringing to bear upon each and every one of us the total force of their ingenuity for destruction. Each man, woman and child must respond with all-out effort.

Dr. McClintock

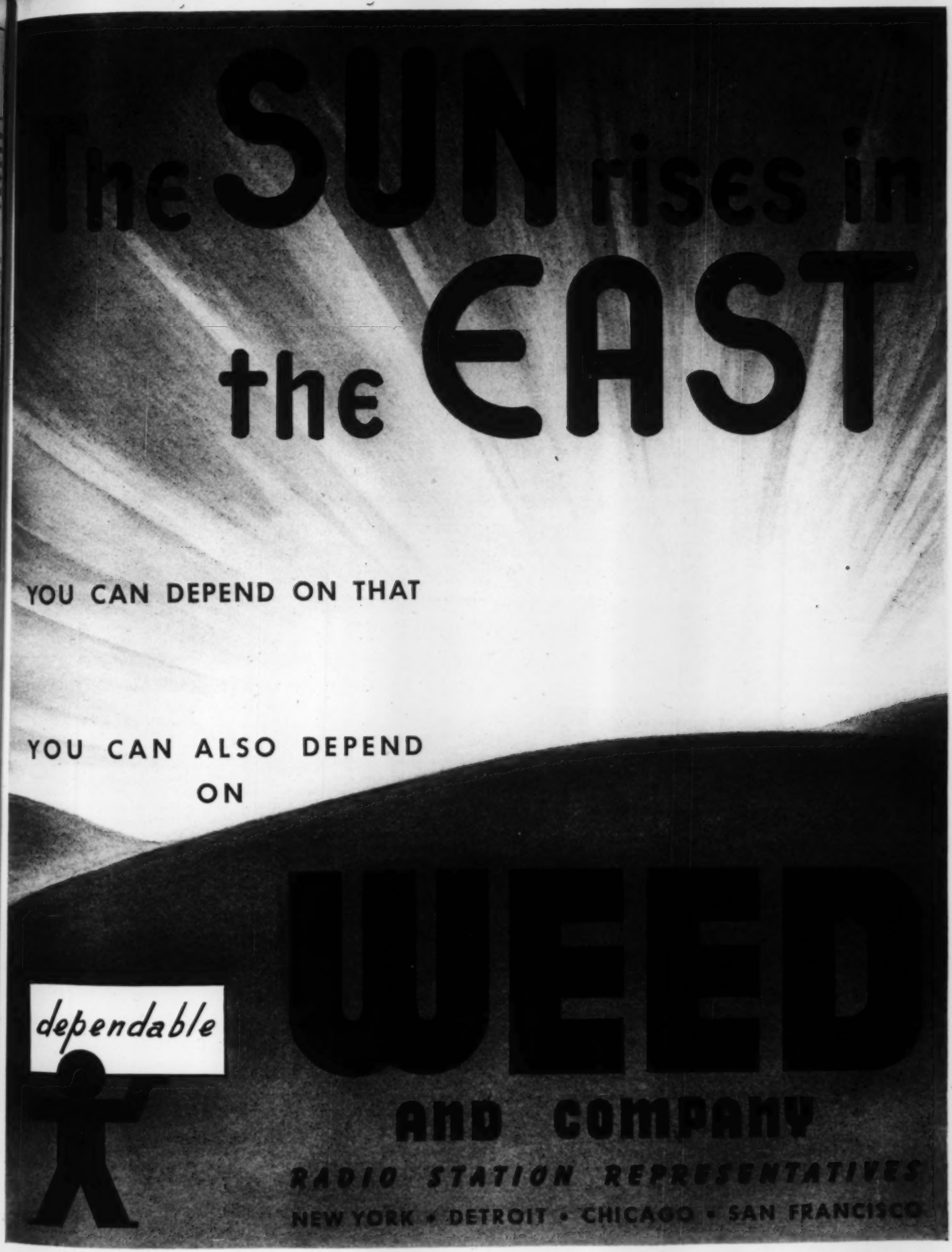
It is increasingly certain that the will and the desire of the individual to fight this battle will, by no means, assure success. This is such a highly organized and mechanized war that closely organized thinking and action of men working together is imperative.

How can this unified and harmonized action be brought about in so great a nation? The answer is obvious. This will and action necessary for the achievement of victory, can be accomplished though the same channels of communication which have made this country the most literate and best informed in the world and which have given us common ideals and habits with respect to the problems of peacetimes.

Advertising, as an integral part of American life, can be just as forceful and just as effective in molding our thinking and action for the hard problems of warfare as it can for the enjoyment of the comforts and luxuries of peace. This end cannot be accomplished, however, unless the vast skills of the advertising industry and the already established machinery for the utilization of these skills can be organized and harmonized in such a manner as to present a systematic and united front.

This is the challenging problem which brought the Advertising Council into being. Its membership represents advertising agencies, advertisers — both national and local—the advertising media, including radio, magazines, newspapers, outdoor, and other interested groups. The Council has one single objective and that is to marshal the forces of advertising so that they may be of maximum aid in the successful prosecution of the war.

With this, and governmental agencies in planning activities of


The SUN rises in the EAST
YOU CAN DEPEND ON THAT
YOU CAN ALSO DEPEND ON
dependable
WEED
AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

the information, instruction and publicity front, it is helping to clarify the selling of the war and its implications to all of the American people. It is interpreting these problems in terms which advertisers and advertising men can understand and, finally, is providing a channel for the promulgation of these ideas to all of the advertising fraternity.

Thus, there is beginning to evolve, out of what might otherwise be a great chaotic effort on the part of the advertising world, a systematic campaign which can, perhaps, do more than any other single force to mold the minds and the hands of our people to those things which sell victory.

BLUE NETWORK'S WAR OUTLOOK

By EDGAR KOBAK
Executive Vice-President, BLUE Network

Mr. Kobak

THE FIRST thing the BLUE network is interested in is helping to win the war. We mean this, and we mean it to the point of forgetting our self-interest in any decision or action we may make affecting the war effort. With this as our first premise we see the situation facing us just about as follows:

All networks and all radio stations—including the BLUE network and its affiliates—are going to lose part of their present business. All of us are going to get some new business. The amount of it that we on the BLUE get in competition with other networks and stations will depend very largely on our own ability and ingenuity. We don't feel qualified to prophesy what is going to happen, but we do know what we should like to see happen—and we believe if things work out approximately that way it will be good for the country, good for business and good for us.

Radio's Traits

We are convinced, for one thing, that advertising can help to win the war. We are convinced that among all the mediums available broadcasting is one of the most potent and, moreover, it possesses certain special characteristics which lend themselves in a unique manner to helping advertisers solve the problems they are now facing. Among these advantages are the following:

1. In these war years no medium can offer advertisers greater *assurance of delivery* than broadcasting—which does not depend on paper, ink, trucks, or dealers to carry its advertising messages into the homes of the nation.

2. Broadcasting can continue to function with the *utmost economy*, having free "distribution", low transmission costs and relatively small current consumption.

3. Broadcastings universal appeal makes it *independent of changes* in family income. While the rich are getting poorer and the poor are getting richer, radio continues to reach them all.

4. War production is making boom towns out of farm land, shifting populations on an unheard of scale, but *broadcasting covers all* these places and people, continue their established listening habits wherever they are.

5. Broadcasting has today become the *great essential medium* of public information—as illustrated by its use as the mouthpiece of government, in the promotion of civilian participation in the war effort and as a molder of nationwide public opinion. It can do for business what it is doing for government.

Strong in our belief in the great service broadcasting can render, we on the BLUE are going to continue to build constructively, not just for our own network alone, but for all broadcasting and for all advertising. We have faith that when the war is over, broadcasting will emerge even stronger. It will be even more firmly entrenched in the daily lives of the nation's families. If we have to go through thin times in order to reach this goal, we are ready for it.

EMPHASIZING THE HOME FRONT

By JOHN SHEPARD 3d
Chairman, Broadcasters Victory Council

WORLD WAR II is constantly referred to as "The Peoples War". While most of our emphasis must be placed on "Ships, Planes, Tanks and Guns", there is an ever increasing emphasis on the home front—the people behind the effort.

Mr. Shepard

And the "Home Front" is an outgrowth of the modern method of warfare — Total War. It is significant that when this new element took its place in the fight for the American Way, radio had reached a peak of development where its services on the home front were of inestimable value to the Government.

Radio's Place

There can't be an American radio-equipped home today that is not conscious of what radio is doing. The national networks, regional networks, high-powered and low-powered stations—all combine their efforts to keep the home front informed, educated and enthused.

From War Bonds to ration cards, recruiting announcements, automobile pooling, service organizations—each impact becomes one more service by radio to the country and its people. When the whole story is compiled, someday, the place of radio in the war effort will make of it an institution as vital to the American Way as any attribute of freedom.

Now, this service to our nation places a definite responsibility on the operators of radio stations throughout the country. As an industry, we cannot afford a single departure from the determination to be of the utmost service to our people. This means that we must be alert constantly to what an ever-changing situation demands. We must maintain a constant watch over our facilities lest carelessness mar a record which is being built superbly by our stations.

In the constantly enlarging demands being made upon our resources and our resourcefulness, situations are developing which will require more and more thought and energy in doing a good job better.

Government agencies are giving us fact material from which we can fashion our own impact on our own audiences in the city, on the farms, in the suburbs, wherever our coverage goes. This feature in itself is a tribute to the confidence placed in us as individual operators by those who are guiding our nation through these trying times. We have made a great beginning in justifying this confidence. By greater and renewed effort, we can perpetuate this reliance upon us to carry through.

Rely on Broadcasts

Now, because we have been given the job on the home front, we can be assured that more than ever before people are learning to rely on the radio in their home for information and advice. This means, of course, more listeners. It is right that we do our utmost to capitalize on this circulation.

Every radio operator should place as much emphasis as possible on promotion . . . tell his advertisers what he is doing and create suitable vehicles which they can buy without difficulty in order to reach this peak in listening interest. Plan for the advertiser a service which will aid him in his campaign and let him know that we are familiar with his problems and are ready to cooperate with him in hurdling the obstacles which confront him during the emergency. Many of us are finding new advertisers and new products already beginning to appear. Let's encourage these newcomers by demonstrating to them how adequately we have serviced our old and current advertisers and products.

By combining our home front activities with our circulation efforts we will have a double-barrelled impact that will annihilate gloom and despair.

EVERYTHING RESTS ON WAR EFFORT

By FRED WEBER
General Manager, Mutual Broadcasting System

IF THERE is any doubt that war has brought changes of revolutionary proportions to radio, the best proof may be found in a few brief statistics compiled by our program department. During a typical week in January, 1939 Mutual aired 1½ hours of news broadcasts; last week the network gave its listeners 12 hours of news. In 1939, of course, there were no war-effort programs; last week we allotted 14 hours of our time to broadcasts of this type.

Mr. Weber

Effect Upon Business

Such wholesale commitments of time cannot but change the whole picture of radio. We have become, overnight, a vital medium for disseminating news and war-effort information, and have made that business our most important concern. All other needs and considerations must wait in abeyance until the ravenous appetite of the public for news is satiated and the need for building our public morale is met to the best of our ability.

Now, in answer to the obvious question—How does this effect our interests as a profit-making establishment?—we must say that the effect is not so determental as might first be suspected. It would be foolhardy to minimize the losses we have all sustained because manufacturers and retailers find it impossible to meet the regular consumer demand for merchandise. But it must be remembered that we are in a transitory stage, and this situation will persist until the Government learns exactly how much of the materials of war needed for our armed forces are immediately available and, beyond that, how far consumer production must be restioned to assure and adequate month-to-month flow of these materials for war purposes. Production, and consequently all forms of exploitation, must be slowed down until such time as that information is in the files.

Critical Period

This period of transition, however, is quite as critical for the advertiser and prospective advertiser as it is for the radio network. It is a period when vital and far-reaching decisions must be made, when a policy of advertising curtailment

SESAC

BEST MUSIC IN AMERICA

at Reasonable Rates

113 WEST 42nd STREET • NEW YORK CITY

AT THE CONVENTION FOR SESAC, SUITE 1141—HOTEL STATLER, CLEVELAND, OHIO

Leonard D. Callahan • Emile J. Gough • Kurt A. Jadassohn • Claude C. J. Culmer • Gus A. Hagenah • Burt Squire

may be far more disastrous to the manufacturer, from the long view, than to radio. Of the 17 major companies who discontinued advertising in the last year, six sold out or were absorbed by competitors, and all 17 lost business and prestige to such an overwhelming extent that they never recovered from their wartime inertia.

Lessons of Last War

Evidence is mounting today, however, that seems to indicate that we have learned our lessons of World War No. 1. There have been some curtailments, to be sure, but the principal change has concerned policy rather than volume of advertising. Henceforth, at least during the next year or two, we may anticipate that advertising will become more and more a matter of public relations, designed to keep the manufacturer's product fresh in the public mind, rather than to sell specific merchandise. This is becoming increasingly evident in the type of commercials used over Mutual, and in the types of new accounts since Pearl Harbor.

Meanwhile, the hiatus is being filled, as far as Mutual is concerned, by an impressive list of top-ranking news commentators, whose services are in constant demand by substantial sponsors, and by programs which we are producing in cooperation with the WPB, the Treasury Dept., the Dept. of Labor, the Dept. of Justice and various other Government divisions.

FM AFTER THE WAR

By JOHN R. LATHAM
Executive Vice-President
The American Network

TO OUR EYES, there are few fields quite so well cut out for the role of a flourishing post-war industry as frequency modulation broadcasting. The signposts are so well marked that we don't even consider it risky to predict an almost universal swing to FM in the years that follow this conflict. Consider the facts — and this corollary shapes itself.

Mr. Latham

First, despite FM's extreme youth, it has made remarkable progress during the brief period of two years since the FCC met, in March of 1940, to weigh its merits as a new medium of commercial broadcasting. And, as a matter of fact, it was not until a year later that the first commercial FM station in the country—Nashville's W47NV and a charter member of The American Network—went on the air.

400,000 Sets Bought

In the space of a year-and-a-half the radio listeners of the nation have purchased nearly 400,000 sets equipped for FM reception. On Jan. 1, 1941, according to FM Broadcasters Inc., there were only 15,000 sets in use. This indicates a phenomenal awareness on the part of the public to FM's triple virtues of noise-free reception, better quality, and lack of interstation interference.

FM has a strong foot in the door of public favor. War, of course, means a definite cessation of its growth, even as with all other civilian endeavor. But FM activity by stations already on the air, including their proposed programming and service to an already established audience, will not stop. In fact this activity is necessary and counted on to keep FM broadcasting ready for the boom that we feel certain will come with normal times.

Post-war radio seems assured, even from this gloomy distance, of a brighter career than even the last 15 years have unfolded. The public will demand better broadcasting, not only technically but in the caliber of its programming. Both can and will be offered by FM. Even the rigid standards of FM transmission will be upped. Manufacturers are discovering many improvements today in their mass construction of war equipment—improvements that can be put to apt use in peace for the building of cheaper but finer FM receivers. Transmitter design is also being simplified and further stabilized.

And, when the war assembly lines finally break up—when the manufacturers go back again to the making of things for civilian life—new radio sets will uniformly be equipped for FM. Hundreds of new FM stations that today are only dreams on paper will begin to rise. The buying public, finding their pre-war radio obsoleted by years of hard service, will be ready to purchase new receivers in vast quantities. Thus FM comes further into its own.

In Cities First

As we see it, FM is slated to become the dominant type of broadcast service, first in urban areas. Then. as the audience grows, there will be giant FM outlets with large-scale coverage similar to W41MM, the lofty affiliate of The American Network which opens next month atop Clingman's Peak in North Carolina. Stations of this type will bring unfading, day-and-night reception to the rural territories.

In other words, the unfortunate circumstance of war will make it infinitely easier for broadcasting to wipe the slate clean, to accomplish the technical "revolution in radio" with its consequent boons to the American public, and to wreak the change with the minimum hardship to owners of the nation's radio receivers and its transmitting equipment.

FM can be a major industry, contributing to the hard days of reconstruction which follow any war. It can offer employment for the workers and artists and technicians who are thrown back upon civilian life. FM, in revitalizing a post-war radio industry, thus has a mighty contribution to make to the welfare of the country.

But, in the days before that time, FM has work which must be done. Stations now in operation are determined to develop new program techniques, to improve the caliber of their service, and to get the most from the limited equipment that the war allows them. Out of it all, we think, will come contributions and a better understanding of public service which can be invaluable when the FM boom takes up again where the Axis has made it leave off.

KEEPING IN TUNE WITH THE TIMES

By FREDERICK R. GAMBLE
Executive Secretary, American Assn. of Advertising Agencies

TO DO ITS JOB effectively in wartime, advertising must keep even closer than ever in tune with the public thinking. The men who create advertising must be flexible, ingenious, ready to accept new facts and willing to change their ideas in line with changing conditions. They must be able to advise the advertiser with nothing to sell to the public because his plant has been completely converted to military production as to the part he can best take in selling the war effort.

Mr. Gamble

They must be able to advise the advertiser who still has goods for public consumption whether to stick to straight peacetime selling copy, or to work in war themes in order to avoid being considered unpatriotic because of doing "business as usual".

No Editorial Policy

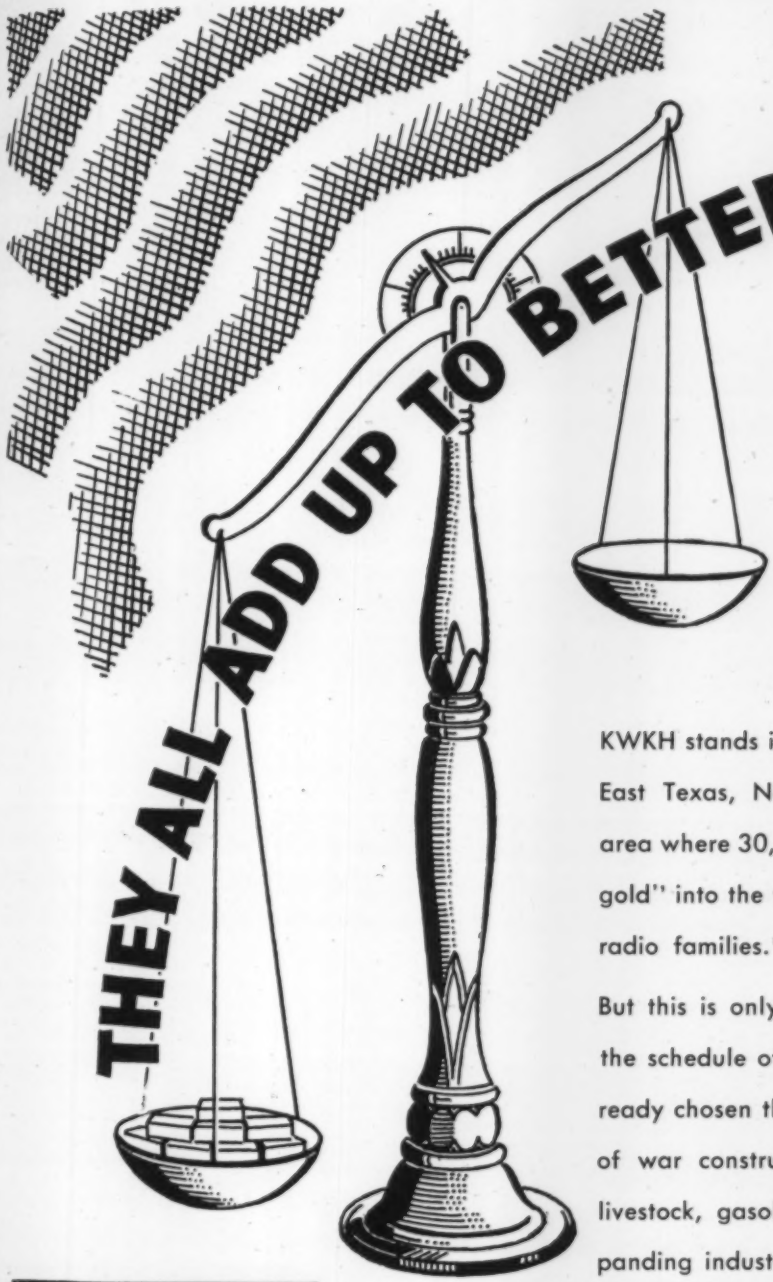
Radio on the whole has great adaptability. Partly due to the youth of radio as an advertising medium, with younger owners and managers guiding its development, its adaptability also stems in part from the fact that radio, unlike newspapers and magazines, has no set format or editorial policy which can be changed only at great risk.

The commercial program content of a radio station or network is not in the main determined by its management. Rather, radio's format is the product of the advertisers using it, a joint creation of all the advertising men who are endeavoring to find for their clients programs that will have the widest appeal for the listening public. As a result, radio is constantly changing in accordance with the public's reaction to its offerings. Advertising men keep close watch on the CAB, Hooper and other rating services, which portray shifts in public interest more like "letters to the editor" than anything else in the publication field.

It is regrettable, although perhaps natural, that as a young and fast-growing medium radio has not accepted all of the fundamentals of the advertising structure—cash discount, for example. Recently, however, there have been encouraging signs that radio is beginning to appreciate that these are fundamentals because they are advantageous for everyone concerned —advertiser, agency and medium alike. They must be good for all or they would not have lasted so long or be supported by all groups concerned.

Adoption by broadcasters of the fundamentals of the advertising structure is especially important for radio because it is entirely dependent on advertising for its revenue. Unlike publications, it has no income from circulation. Its economic welfare will continue in exact proportion to its service to the public on the one hand and to its advertising clients on the other.

RATION READY, at least as far as gas and tires are concerned, is Paul Pierce, continuity chief of KNX, Hollywood, who bought a motor bike to commute between his home in San Fernando Valley and KNX. Ginny Simms, CBS songstress, with no little envy compares her bike with his mechanized unit.



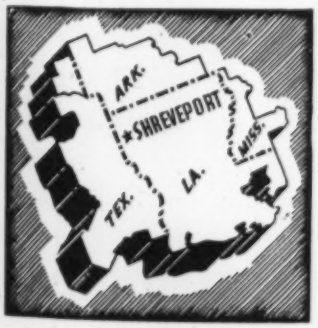
WHY KWKH AREA OFFERS GREATER OPPORTUNITIES FOR YOU

★

KWKH stands in the heart of the rich oil and gas area of East Texas, North Louisiana and South Arkansas—an area where 30,000 producing oil wells are pouring "black gold" into the wide-open wallets of 370,000 able-to-buy radio families.*

But this is only one reason why KWKH is a "must" on the schedule of any alert spot buyer. Uncle Sam has already chosen this area for more than 300 million dollars of war construction. Cotton, pulp and paper, lumber, livestock, gasoline are included among the rapidly expanding industries that add up to better business.

Buy KWKH for dominant coverage of this rich market—a market that is gushing new wealth for scores of KWKH advertisers.



*CBS sets net daytime circulation at 313,000 radio homes; net nighttime at 425,000. Ask Branham Company for details.

CBS **KWKH** 50kw

★ A SHREVEPORT TIMES STATION ★

SHREVEPORT, LOUISIANA

MEMBER SOUTH CENTRAL QUALITY NETWORK

The SELLING POWER in the BUYING MARKET

RCA Prepared to Sell the Blue For Fair Price, Says Sarnoff

But Nobody Has Yet Come Through With an Offer, He Adds; RCA Gross Up for First Quarter

GROSS INCOME of RCA for the first quarter of 1942 amounted to $44,541,395, up 37% from the gross for the same period last year, with net profit after Federal taxes (estimated at 2½ times those for 1941) totaling $2,030,988, an increase of 6% above the net for the first three months of 1941, David Sarnoff, RCA president, told the 23d annual stockholders' meeting last Tuesday in New York.

About 500 stockholders attended the session, which was rendered more tumultous than most such meetings by the presence of a small stockholder, whose questions about the formation of the company turned into a tirade against Owen D. Young and other founders of RCA, leading to his ejection from the room.

Recalls Early Days

Mr. Sarnoff, who acted as chairman of the meeting, said the man was a former employe of General Electric who had developed a "mental aberration" about that company and its executives, particularly Mr. Young, former GE president.

Mr. Sarnoff explained that RCA was originally organized after the first world war at the suggestion of Woodrow Wilson who wanted the United States to have a means of international communication that would be independent of foreign control or censorship.

Mr. Sarnoff's report on the wartime activities and plans of RCA [see separate story on this page] was followed by a description of the company's "Beat the Promise" plan of stimulating production, given by Thomas F. Joyce, vice-president of RCA Mfg. Co. In answer to a question regarding the stockholders' suit alleging that RCA had not been paid enough by General Electric and Westinghouse in the settlement of their affairs some years ago, Judge Joseph M. Proskauer, who acted as counsel for all the defendants, reported that a referee appointed by the court to investigate the matter had found no evidence to support any of the charges of fraud, negligence or bad faith.

Sale of the Blue?

John T. Cahill, general counsel of RCA, reviewed the court proceeding instituted by NBC to prevent the FCC from putting into effect its rules regarding network operation, which the network believes the Commission has no authority to issue. Asked why RCA had separated the Red and Blue networks into separate companies, Mr. Cahill replied that it was a "matter of business policy".

Questioned about the possible sale of the BLUE, Mr. Sarnoff stated that the question of disposing of the BLUE depends on a number of factors, but that if a fair price were to be offered, the RCA board would be inclined to accept and confine its broadcasting activities to a single network. He added that although it has been known for some time RCA would entertain offers for the BLUE, "no buyer has shown up yet".

The stockholders reelected the four directors whose terms expired this year for additional three-year terms. They are James G. Harbord, chairman of the board; Cornelius N. Bliss, Bertram Cutler and Charles G. Dawes. Arthur Young & Co. were again chosen as independent public accountants to audit the books of the company.

Consolidated income statement for the first quarter, released at the meeting, shows a gross income of $44,541,395, up 36.7% from the gross of $32,576,073 for the same period of 1941. Net income before provision for Federal income taxes was $7,884,688 this year, compared to $4,229,174 last year, a gain of 86.4%. After providing for taxes, however, the net income for the quarter is shown as $2,030,988, only 5.7% above last year's net for the first three months of $1,922,174. After preferred dividends are deducted, the earnings per share on common stock are $.088, compared with $.080 for the same period last year.

Explaining that the provision for Federal taxes is necessarily tentative until the 1942 tax law has been enacted, Mr. Sarnoff said the calculations were based on a surtax of 75% and that if the 94% surtax were to become law RCA's taxes for the first quarter would be increased by approximately $400,000 and its net profit decreased by that amount.

TRIBUTE IS PAID to its fighting men of this war and the last with this colored plaque which now hangs in the lobby of WSYR, Syracuse. It was executed by Hank Millard, artist of the Barlow Agency.

Radio Now a Powerful Offense Weapon For the United Nations, Says Sarnoff

"TODAY radio is more than a strong arm of national defense. It is a powerful weapon of offense . . . playing a vital role on the road to victory for the United Nations," David Sarnoff, president of RCA, stated last Tuesday in his message to the 23d annual meeting of the company's stockholders.

Reminding the stockholders that "national defense was given the right-of-way in all RCA activities long before Pearl Harbor," he called attention to the fact that peacetime standards for progress and success can no longer be safely relied upon but that "the nation, the individual and the business organization must be controlled by a single purpose—to win the war and to win it as quickly as possible.

Nation's Safety First

"The safety of a company can never rise higher than its source, which is the safety of the nation," he continued. "Therefore, until we win the war, no individual, no business, no investment is secure. Today, the worth of a business must be measured in service, not in dollars."

Discussing the problems of conversion from peace to war production, he said that "in manufacturing, new types of radio instruments, to serve new purposes, have had to be designed and new machine tools procured. Shortages of critical materials have had to be overcome. Thousands of additional workers have been employed and employes both old and new quickly trained for new tasks."

Recalling that when RCA was formed in 1919 a major purpose was to establish a world-wide radio telegraph system, Mr. Sarnoff said that today the United States is the communication center of the world. Since the country entered the war, RCA has opened new radio circuits connecting this country for the first time directly with Australia, New Zealand, New Caledonia, Chungking and Kunming, China, and Iran, he stated.

Radiomarine Corp. of America is devoting practically all of its activities to war purposes, he continued, chiefly in supplying special radio apparatus for ships, while RCA Institutes are training large classes of radio operators and technicians for Government service. In research, he reported, "the war has accelerated, not retarded, the pioneering efforts of our scientists and engineers."

NBC and the BLUE Network are cooperating wholeheartedly with the Government in building morale, selling War Savings Bonds and other war work, Mr. Sarnoff said, continuing:

"Radio has rallied the nation. Supplementing the magnificent service of the American press in the coverage of the war, radio has won high recognition for its timely news bulletins and commentaries. America's leading advertisers, by means of network programs, continue to present to the public great artists and wholesome entertainment.

"The American soldier, sailor and marine, no matter where his outpost, is within range of the news and entertainment from home. Shortwaves of NBC reach him across oceans and continents. The solidarity of the Western Hemisphere is cemented by radio's straightforward news and friendly program exchange. In international broadcasting, NBC now speaks 18 languages. Among the oppressed people of many lands American radio is called the voice of freedom.

"Television, which holds tremendous possibilities as a post-war industry, is establishing a reputation for itself in the civilian defense program, through its timely service in educating air-raid wardens and the public in air-raid precautions."

Discussing the patent situation, Mr. Sarnoff said that RCA has offered to grant licenses under its patent rights to any supplier from whom the Government wants to get war equipment or to furnish to anyone designated by the Government any information desired about apparatus produced by RCA for the Government, regardless of whether or not he is an RCA licensee.

"RCA licensees include rights under the United States patents of many foreign companies," he went on. "No foreigner has any control over any of the licenses which RCA grants, and we make no royalty payments or reports of any kind to foreign interests."

RCA's future course, Mr. Sarnoff concluded, will be determined by three main principles: First, to help win the war as rapidly as possible; second, to maintain a sound financial position during these extraordinary times; third, to lay the foundation for the return of peace, when new products and services will be needed to help rebuild a better world.

WOR Summer Plans

IN THE BELIEF that disruption of programming tends to confuse and hurt audience listening, WOR, New York, will retain its present program schedule throughout the summer months. Popular features, women's programs and baseball broadcasts now scheduled, will continue uninterrupted. With news periods remaining unchanged, there will be no summer vacations for WOR and MBS analysts and commentators, many of whom have been taking several weeks off during the winter and spring seasons.

Morning Index Mon. Through Fri. 8 A. M. to 12 Noon	WWJ	Second Station	Third Station	Fourth Station	Fifth Station	Sixth Station	Seventh Station	All Others
	45.6%	24.2%	14.2%	8.7%	1.7%	2.6%	2.0%	1.0%
Afternoon Index Mon. Through Fri. 12 Noon to 6 P. M.	WWJ	Second Station	Third Station	Fourth Station	Fifth Station	Sixth Station	Seventh Station	All Others
	37.1%	31.7%	12.8%	6.4%	6.1%	1.7%	2.5%	1.7%
Evening Index Sun. Through Sat. 6 P. M. to 10:30 P. M.	WWJ	Second Station	Third Station	Fourth Station	Fifth Station	Sixth Station	Seventh Station	All Others
	41.5%	35.0%	13.6%	5.8%	1.9%	1.0%	0.6%	0.6%
Total Index 8 A. M. to 10:30 P. M.	WWJ	Second Station	Third Station	Fourth Station	Fifth Station	Sixth Station	Seventh Station	All Others
	40.2%	32.2%	14.0%	6.8%	3.0%	1.5%	1.4%	0.9%

From Hooper Station Listening Index, Oct. 1941 through Feb. 1942

Here's a 5 Months' Picture of Radio Listening Habits in Detroit

Once again the predominance of WWJ in the Detroit market is confirmed. The above, from the Hooper Station Listening index, covering a 5-month period leaves no doubt that WWJ is the most listened to station in Detroit—*morning, afternoon or evening.*

WWJ

National Representatives

George P. Hollingbery Company

New York -:- Chicago -:- Atlanta

San Francisco -:- Los Angeles

Associate Station W45D—F.M.

Owned and Operated by The Detroit News

Competence of the FCC Monopoly Inquiry

Analysis of Methods Used in Obtaining Facts for Network Regulation

By RICHARD H. RUSH

THE ISSUANCE of the eight network regulations by the FCC involved two steps: (1) The determination that certain of the aspects of network broadcasting are contrary to the public interest, convenience or necessity, and (2) the formulation of regulations which will eliminate these aspects.

Before any regulatory body arrives at any conclusions as to wherein its regulated industry is not operating according to the mandate of the regulatory act, it must make an investigation which will be so thorough that the statement of the industry's faults will seem reasonable. If it has not made such a thorough investigation then the conclusions are worthless. If the conclusions are worthless it is entirely possible that the regulations which are based on such conclusions are worthless or even detrimental.

This article has one purpose: To determine whether the conclusions reached by the Commission are based on a thorough study or whether based on an incomplete study. It does not attempt to pass on the merits of the network regulations themselves or even on the merits of the conclusions as to the faults in the network structure.

Six Conclusions

The Commission has not stated these conclusions one by one. It is not customary for a regulatory commission to make formal charges before issuing regulations, such as a plaintiff would make in a legal suit. It is consequently necessary to try to isolate these conclusions. There appear to be six. Each will be stated and supported with evidence. Then the thoroughness of the investigation underlying it will be considered.

1. *Radio is dominated by too few people.* The Monopoly Report states, "In determining how best to cope with the problem of stations engaged in chain broadcasting, two matters are of especial importance.

"One is the position of dominance in the broadcast field ocupied by the two largest chain organizations, NBC and CBS."[1]

Chairman Fly states, "Our investigation disclosed a continuing centralization of power in the hands of the two major network organizations that was unhealthy."[2]

Again he says, "It is, of course, not merely a question of the domination of a great line of business in the ordinary sense of monopoly under the Sherman Act. It is all of that, but it is even more than that, because it is the domination of a great mechanism of free speech in this country."[3]

And again, "But the possibility of increased competition is only one of the results of our regulations. Even more significant is their impact upon the power to decide what goes out over the air. . . By decentralizing the power to decide what the public may or may not hear and by returning that power to the hundreds of station licensees all over the country, our regulations insure that the channels of information so vital to the preservation of democracy will remain open and unrestricted."[4]

The primary criticism of this determination which the Commission has arrived at is that no standards have been established by which to judge whether or not the air is dominated by too few people. It might have been possible for the Commission to demonstrate that more competitors would create a network system superior to the present one. There are a number of assertions that two New York corporations dominate the air. Yet there seems to be an absence of substance behind these assertions. If two is not the right number, then there must be established some criterion for saying that three is a better number, or six, or fifteen.

Bias Not Proved

The Commission could have followed a course of investigation which would attempt to find out whether more diffuse control would lead to (1) the presentation of less biased programs, (2) program structure which suited a larger number of the population, or (3) a program structure which better suited local differences in taste.

There was no demonstration in the Monopoly Report, in the Report of the Committee in 1940, or in the Digest and Analysis of Evidence that the present networks are biased either in their news reporting or in their selection of program material. They may be, but such a fact has not been demonstrated.

RICHARD H. RUSH

The Commission could have analyzed the program structure of the networks to determine its suitability to the various elements of the population. Some kind of poll could have been made of the satisfaction of the listeners with network programs.

Such questions could have been included as, for instance, "In general, are you satisfied with present network programs?"; "What are the types of programs which you like the best among those which are being offered?"; "If you had charge of programming what kinds of programs would you select?". Apparently no attempt to determine what a sample group thought of radio was made.

Extent of Competition

It would be possible to sample geographically in order to determine whether there are strong differences in local preferences as among various sections of the country. Such a sample would aid in settling the issue of whether affiliates need a better right of rejection of network programs than they have at present.

The Commission proposes more competition as a remedy for the present unfavorable conditions in the network structure. It implies that there is at present a lack of competition between NBC and Columbia. Chairman Fly during the hearings on the White Resolution made the statement that NBC and Columbia were "pretty 'footy-footy'"[5]

When the Commission talks about competition as the remedy for the present situation it must go to great length to determine that at present there is an absence of competition, otherwise most of the argument about competition loses its force. If the Commission does not establish this fact, the proposals have value only in affecting the *degree* of competition. It is much harder to demonstrate that what is needed is *more* competition rather than simply *some* competition where at present there is none.

It is not clear what the data and compilations in the Monopoly Report are intended to demonstrate. They may be intended to demonstrate that at present there is a lack of competition between the two major network companies. If this is their purpose, then they are not adequate. They do not demonstrate that there is any unison of action between NBC and Columbia.

It should be determined that there is such unison. After this has been shown, then it should be shown that such unison is detrimental to the listening public. Although the Commission's report is commonly referred to as the Monopoly Report, this is an unfortunate name, since no monopoly has been demonstrated.

2. *There is need for a stronger stimulus to more and better programs.* The Monopoly Report states, "If national networks compete for station outlets on the basis of performance, there will be a direct incentive to improve and expand the programs, both sustaining and commercial, which they offer to the public.

Likewise, if stations are not tied exclusively to a single national network over a long period of time and if stations compete for access to one or another national network . . . each will be stimulated to improve the quality of the programs which it offers and hence its value as an outlet to a national network."[6]

Program Stimulus

The Commission has asserted that there is not adequate stimulus for the production of programs. If we consider first the possibility that more competition will result in *more* programs as distinguished from *better* programs, it appears that the Commission has failed to

A YEAR AGO the FCC issued rules designed for the first time to regulate network broadcasting. At that time, the author procured from the Harvard Graduate School of Public Administration a Littauer Fellowship to analyze effects of these rules. His work is being used as a thesis for the degree of Doctor of Commercial Science in the Harvard Graduate School of Business Administration, voted him May 4. Mr. Rush was graduated from Dartmouth in 1937 and received his M.S. degree from Dartmouth in 1938. Until 1940 he was market analyst for Tide Water Associated Oil Co. Last June he got his Master of Business Administration degree from Harvard. He has worked with the American Institute of Economic Research in Cambridge.

[1] P. 30.
[2] Hearings on the White Resolution, June 2-20, 1941, p. 19.
[3] Ibid., p. 21.
[4] Ibid., p. 151.
[5] Ibid. p. 67.
[6] P. 47.

ON HOME NEWS FRONTS

Too

Total coverage

U.P.

United Press alone is doing a total job of covering this total war.

Not only are United Press dispatches from foreign fronts thorough, fast, distinctive.

United Press also continues to cover home news fronts in outstanding fashion.

With its own independent domestic news-gathering network, United Press is providing radio with sectional and regional news as no other service can.

Expressly for this purpose, United Press maintains 47 radio news bureaus. Each is staffed by men specially trained in writing news for broadcast. Each files its news directly on the United Press coast-to-coast radio news wire for the 485 domestic United Press radio news clients.

The map above shows the location of the United Press radio news bureaus in this country and how their combined reporting ranges make United Press coverage total on home news fronts as well as on foreign.

UNITED PRESS

show how increased competition will induce advertisers to put on more programs than they at present are putting on. It is, of course, conceivable that just the quantity of additional competition among networks which the Commission would like to see will bring forth new programs from the present advertisers or programs from prospective advertisers.

Again, though, this is a matter of degree. The Commission, it must be repeated, has failed to demonstrate that there is at present anything but true competition between the major networks for advertisers. In fact the Commission admits the existence of competition for advertisers in saying, "Certainly there is a considerable degree of competition among networks for advertisers and for listening audiences . . ." [7]

If the Commission makes this statement, then it is difficult in the extreme to conclude that the network regulations will result in there being more programs.

The other part of this assertion is that the quality is not as high as it would be under the proposed regulations. It is necessary here for the Commission to demonstrate that the stimulus to good programs would be greater than it is at present. Yet in the same sentence in which the Commission admits active competition among the networks for advertisers it admits active competition for listeners. Under the American type of radio the listener is the ultimate criterion of suitability of programs and competition is the means of attaining this suitability. Because of the program rating services this statement is far truer of network radio than for any other kind of radio—spot or local.

Either the Commission has erred in making the assertion that there is not a strong enough stimulus for quantity and quality of programs, or it has erred in making the statement that there is a considerable degree of competition among the networks for advertisers and for listeners. An examination should be made in order to find out if this competition does exist or not. The result will determine which of these divergent statements is correct.

Diversified Programs

3. *There is an absence of a well-diversified program service between national and local.* The Monopoly Report states, "If radio broadcasting is to serve its full function in disseminating information, opinion, and entertainment, it must bring to the people of the nation a diversified program service. There must be, on the one hand, programs of local self-expression, whereby matters of local interest and benefit are brought to the communities served by broadcast stations. There must be, on the other hand, access to events of national and regional interest and to programs of a type which cannot be originated by local communities. Neither type of program service should be subordinated to the other."

The Commission in its Oct. 11 release, in referring to the prohibition on option time, stated, "That regulation was based upon the finding of the Commission that the optioning of time by licensee stations restricted their freedom, interfered with their ability to serve local program needs, hampered their efforts to broadcast local programs, national spot, and other non-network programs, and restricted competition in network programs." [8]

In another place it says, "It has been the consistent intention of the Commission to assure that an adequate amount of time during the good listening hours shall be made available to meet the needs of the community in terms of public expression and of local interest." [9]

All of these statements indicate that the Commission believes that spot and local advertisers have been inconvenienced through the action of the option to the detriment of the public. This may be so. The Commission however has not shown the extent of inconvenience to these advertisers. It is necessary first, to determine whether the option has kept some of these advertisers off the air.

These fall into two categories: Those who have been on the air but who have been discouraged by the option and have left the air, and those who have never advertised because they could not be guaranteed time. A sample could be taken of those advertisers who have left a selected group of stations over a given period.

Letters could be sent to these to determine whether or not the option had anything to do with their leaving. A similar letter could be sent to a group of advertisers who might logically be considered prospective radio users asking if the option discouraged their use of spot or local radio, and whether they might consider radio if they could be guaranteed time. Such a poll is not extremely difficult to make, but apparently never has been made.

Could Ask Stations

The stations themselves could indicate the experience of past and prospective advertisers. Such an investigation could be made confidential so as to secure fairly accurate answers.

If it is shown that some advertisers have been kept off the air under the present system, it is then necessary to show that the process whereby they are kept off the air results in less public welfare than if they were not kept off. A combined examination of the economics of network broadcasting and of the desires of listeners is necessary.

The exclusive option may be necessary for the network structure to exist. Certainly the networks claim it is. It is not known what attention has been given to this claim by the Commission in arriving at its final conclusions. It is not certain that the Commission has met the arguments of the networks, or has shown that there are offsetting advantages to the loss of the option. The present pending court case will probably force this consideration.

The other part of this necessary examination is the desire of the listener. It must clearly be demonstrated by the Commission that listeners want to hear spot and local programs. After this fact has been established it must be determined quantitatively. How much do they want to hear? Is it two hours out of every five (as the Oct. 11 rule provides); is it four; or is it one?

Such a recommendation calls for a most careful and thorough analysis of the desires of the listeners by means of sampling, if the Commission's guide of public interest, convenience, or necessity is to be complied with in the issuance of network regulations.

4. *The affiliates are dominated by the networks to the disadvantage of the former.* During the hearings on the White Resolution, Senator Tobey asked the following question of Chairman Fly: "Referring to page 91 of your report, 3,102. That is justified, I take it, in your opinion, as the result of the Commission's findings that the network-affiliated stations are controlled by the terms of the contracts; is that correct?"

To this question Chairman Fly replied, "That is correct, Senator."

Senator Tobey then asked, "You feel very strongly on that?"

Chairman Fly replied, "We feel that that is a definite result." [10]

The Monopoly Report reads, "Of their total network net time sales in 1938. . . CBS and NBC retained 73% and paid only 27% . . . to the 253 affiliated stations on their networks during the year. Thus CBS and NBC retained over 2½ times as much of the proceeds from the sale of network time as they paid to all the 253 affiliated stations." [11]

"Of the amount retained by CBS and NBC . . . the 23 stations owned or controlled by them were credited with $5,347,388 as compensation for the broadcasting of network programs. This amount is more than one-third of the amount which was paid by NBC and CBS to the 253 affiliated stations." [12]

The Commission seems to feel strongly that the networks keep too much of the network sales dollar. It is not enough, however, to tabulate percentages of payment to the stations by the networks in order to arrive at the conclusion that the stations are undercompensated. It is necessary to make two investigations.

The first is an examination of the effect on the public welfare of having a greater percentage of the network dollar go to the stations and a smaller percentage to the networks. It is possible that the stations would be able to do a better programming job with better compensation. It is also possible that the networks would do a poorer programming job in order to preserve their profit margin.

This effect on the public is the primary criterion which the Commission should use in determining whether a different distribution is necessary. It is not of much significance, as far as the public is concerned, if the station owners have more profits while the network stockholders have less profits.

Such a determination would involve an examination of the competition among stations and the competition among networks. Competition for advertisers, stations and listeners on the part of the networks, and competition for advertisers and listeners on the part of the stations, determine primarily

(*Continued on page 42*)

THE DINNING SISTERS, newly signed stars of Standard Radio, help bosses Jerry King (left) and Milt Blink inspect one of their convention display panels before it is shipped to the NAB convention in Cleveland. Also on deck at the convention will be Alex Sherwood and Herbert Denny.

[7] Monopoly Report, p. 48.

[8] P. 8.

[9] P. 11.

[10] P. 21.

[11] P. 32.

[12] P. 32.

A YEAR AHEAD OF THE TIMES!

"WE'RE MIGHTY GLAD TO COOPERATE!"
W F I L
WFIL BABY BOND PROMOTION PLAN
"SAVINGS BONDS ARE TREASURED POSSESSIONS IN MORE THAN A MILLION AMERICAN HOMES"

The Plan Emulated By the Industry

WFIL was one of the first stations to recognize the significance and vital influence of radio in the war effort. *More than a year ago* WFIL presented a comprehensive plan of radio promotion and publicity to the Treasury Department. That plan has since become a pattern for the entire industry.

On this—the first anniversary of that now historic plan—WFIL rededicates its services and facilities to the task of bringing home to its listeners the terrible realities of war, the vital necessity of "all-out" production, the stupidity of hoarding, the danger of either complacency or defeatism . . . and inspiring them to redouble their support of the nation's War Effort with its manifold responsibilities.

WFIL

THE BLUE NETWORK • KEY STATION QUAKER NETWORK • FM STATION W53PH

THE KATZ AGENCY, INC.—National Representatives

BASIC STATIONS—COLUMBIA BROADCASTING SYSTEM...G. A. RICHARDS, PRES.

"We shall win... or we shall die!"

General Douglas MacArthur

...fighting words!

...they came from the distant shores of Australia... from the lips of a Soldier.

...simple words of one syllable.

...not words for pretty picture frames, but a guiding spirit for our hearts, our hands and our voices.

...*that* spirit must pervade every program that is entrusted to the far-reaching voice of Radio.

...these are times when every word which passes through America's microphones must be genuine and sincere, hard-hitting and convincing.

...these are times for *fighting* words!

The Great Stations of the Great Lakes

KMPC, BEVERLY HILLS, CALIF.—UNDER SAME MANAGEMENT

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVE

(Continued from page 38)

how a different distribution of the network sales dollar would be used. If it is severe, perhaps the stations will improve their program quality with more income, while the networks will not be able to cut their program quality despite lower income.

If, on the other hand, competition is not so severe, the networks may economize on their programming to try to offset their lower income, while the stations will merely pocket the increased income without bothering to put any more into programs.

The second examination of distribution of the network sales dollar which should be made is an examination of the expenses of operating the networks. The networks are not justified in keeping any percentage of the sales dollar whatever which is wasted in expense which does not benefit the public. It is possible that the networks do have such unnecessary expenses. The Commission, however, has not examined into this situation.

It does not seem, consequently, that any conclusion that the networks keep too much and pay the stations too little is warranted.

The Commission makes the further broad implication that the network owned and operated stations receive too much compensation in comparison with what the affiliates receive. The percentage comparison is between a small group of large stations and a large group of smaller stations.

What the Commission has compared is two completely different and incomparable things. The only meaningful comparison which can be made is between like things. The average income of network owned and operated stations from the networks for network business should be compared with the similar average income of the affiliates which are of a comparable size. These owned and operated stations are among the largest in size. They must be compared with similar large affiliates.

A Matter of Hours

Even after this examination is made, it must be followed by another examination. It may be that the affiliates of comparable size do better from a profits standpoint by limiting the amount of network commercial programs which they take. There is some rejection. The NBC option has been a limited option on certain hours while the Columbia option has been limited in total number of hours which may be optioned by the network. These are limitations on the absolute right of the network to use the time of the stations.

There is no such limitation on the use by the networks of the time on their owned and operated stations. The networks can use all the time they want. Consequently, an examination which must be made is whether, in general, the network payments to affiliates are smaller per hour than their credited payments to their owned and operated stations of comparable size.

Such an examination is necessary as a support for the implication that affiliates are underpaid as compared with owned and operated stations. What the significance of such a determination is from the standpoint of public welfare is another matter and will not be discussed here.

5. *There is too limited a diversification of program service as regards number of networks.* The Monopoly Report states, "In many areas where all stations are under exclusive contract to NBC or CBS, the public is deprived of the opportunity to hear Mutual programs. Restraints having this effect are to be condemned as contrary to the public interest irrespective of whether it be assumed that Mutual programs are of equal, superior, or inferior quality." [13]

"Not only is regular Mutual program service banned from large areas, but even individual programs of unusual interest are kept off the air." [14]

Again the Commission states that, "This two-way competition . . . will insure the public of a well-diversified, high quality program service." [15]

Before any recommendation is made that there should be more networks than there are at present, it should be determined what additional networks would offer to the public that the present networks do not offer. One of the main considerations in making this determination is variety of programs. The listeners must stand to gain either by having a greater choice than they now have among the various network offerings, or there must be offered a type of program which is not now being offered.

The former determination can be made by estimating what areas a new network might cover and then sending out a sample questionnaire to estimate the satisfaction of the people in this hypothetical area with their present choice of programs. Of course the questionnaire would have to be more ingenious than simply to ask the question: Would you like a greater choice among network programs.

The latter determination is considerably more difficult. It is very doubtful whether a completely new type of network program structure could be set up under our American system of broadcasting. Radio in the United States is a majority proposition. It aims to give the largest number of people what they want to hear. When there are frequencies and stations available and at the same time a sufficiently closely packed listening group, minority programs can be commercially successful.

It is thus possible in a city such as New York to have several successful stations broadcasting only in foreign languages, and another broadcasting predominantly classical music. Where there are not the frequencies and stations available this suiting of minority groups is possible only through certain programs broadcast at limited times during the day or week. The great number of programs must suit the majority.

It might be possible for a "minority network" to succeed. In order, however, to make sure that a new network was of this type, instead of the present type, there would have to be some control over the formation of a new network, as well as some control over program content. Whether such control is desirable is again beyond the scope of this paper.

Price and Monopoly

For another reason it is unfortunate that the Commission's report is referred to as the Monopoly Report. All of the theory of monopoly and competition is concerned with price. A monopoly is in a position to charge an unwarrantedly high price, a price which is higher than would exist under competition. The Monopoly Report says nothing whatever of price. It makes no attempt to determine what the cost of network broadcasting is, and whether it is too high or not. In fact, it does not even determine who pays the cost of network broadcasting.

It is particularly important that the cost of network broadcasting be studied in order to find out just who actually pays it in the final analysis and whether it is higher than it reasonably should be. This oversight of the Commission is particularly important in connection with the suggestion of the Commission that there should be more networks. A new network costs something. No matter how it is set up, whether along the traditional lines of NBC and Columbia or along the lines of Mutual, there are certain costs which must exist, whether they are paid by the network organizations or by the individual stations. If there are more networks, then there must be more costs.

It is rather pointless to speculate whether the Commission envisions a part-time network system where one network broadcasts over a given group of stations at one hour, and another network uses the same group of stations at another hour. The gains under such a system are highly obscure.

If the Commission proposes more networks, the incidence of the cost

WLAC PLANS FOR NEW 50 kw.

Gala Dedication Planned as Construction Nears Completion Despite Weather

ALTHOUGH no definite date has been set for the formal dedication of the new 50,000-watt operation of WLAC, Nashville, Manager F. C. Sowell is completing plans for the inaugural celebration to be staged soon. Already invitations have been sent to prominent CBS stars to participate in the broadcast either in person or by transcription.

Bill Perry, of the Pet Milk *Sunday Night Serenade*, will be on hand while Bob Burns has forwarded a special home recording to WLAC in which he introduces Walter Huston, Ginny Simms and others. Transcriptions of such CBS stars as Cecil B. DeMille, Gene Autry, Guy Lombardo, Penny Singleton and Arthur Lake (Blondie and Dagwood), Amos n' Andy, Edward G. Robinson, Les Tremaine, Barbara Luddy and Phil Baker have been received for the dedication while others are expected from Kate Smith and Fred Allen.

WLAC received its construction permit to increase from its present 5,000 watts to 50,000 watts only a few weeks before the WPB freeze order curtailed new construction. Fortunately, Truman Ward, owner of the station, was able to secure all the necessary equipment. Delays in finishing the construction was due to bad weather conditions which impeded the work, but Mr. Ward reports that the new plant is now practically completed.

WCFL Not for Sale

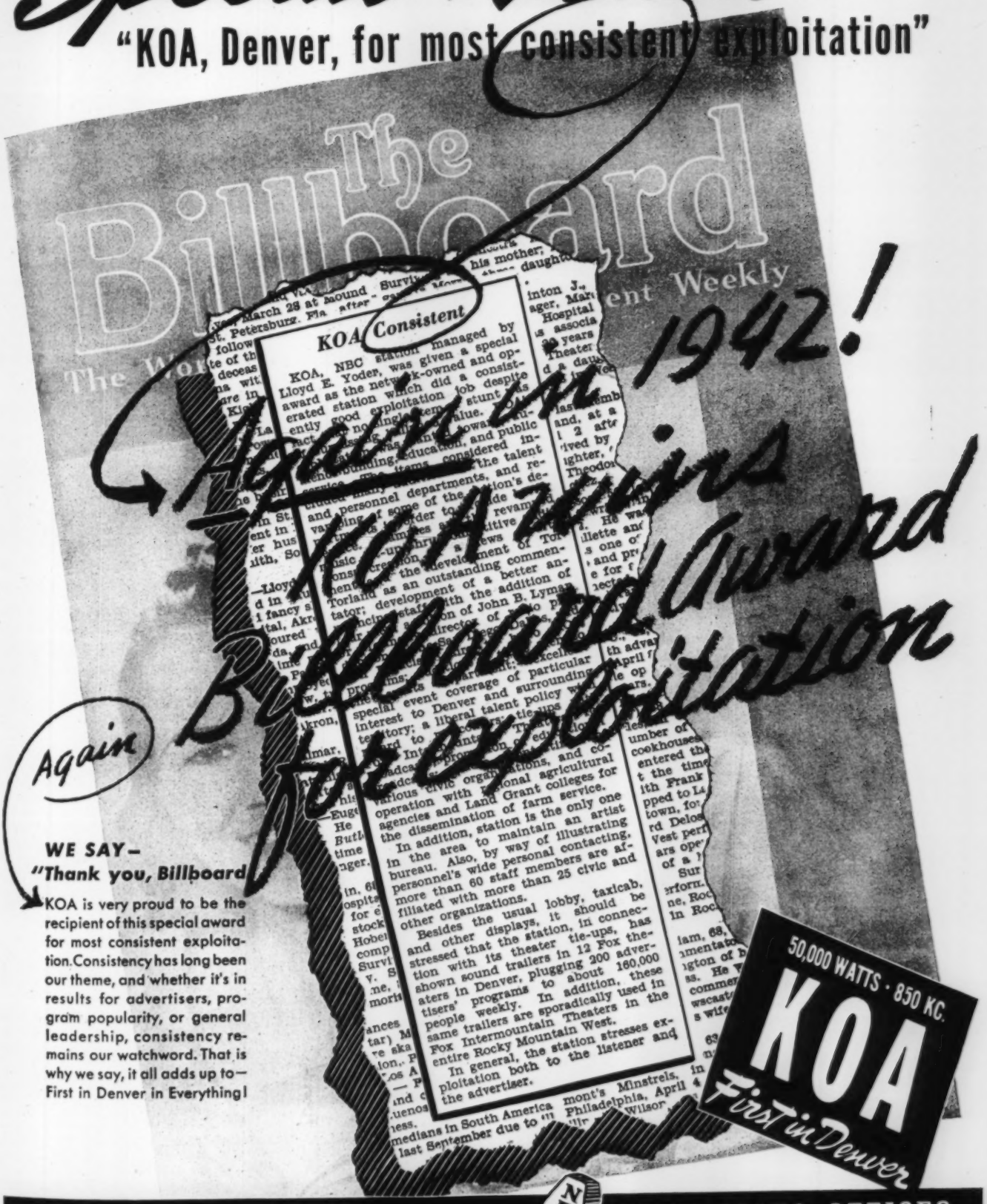
AN EMPHATIC DENIAL of a rumor published elsewhere to the effect that General Mills, Minneapolis, was negotiating for the purchase of WCFL, Chicago, was issued jointly last week by John Fitzpatrick, president, and Maurice Lynch, financial secretary, of the Chicago Federation of Labor, which owns and operates the station. "WCFL is not now and never was for sale," Mr. Lynch stated.

CEBU BROADCASTING is recalled by Perry Jackson (left), former manager of KZRC, in that Philippine city, who is now stationed at Duncan Field, Tex. Mr. Perry is showing Sgt. Will Douglas Dougherty, a former announcer at WKBN, WCPO, WTBO, WRBL and WMBO and now in charge of radio programs and relations at the air field a picture of his former-fellow worker Don Bell KZRC announcer as it appeared in the April 13 *Life*. Bell's anti-Japanese statements were responsible for his torture and death when the invaders overran Cebu. Sgt. Dougherty is holding pictures of KZRC and Mr. Jackson speaking at the station's 1939 inaugural broadcast.

[13] P. 52.
[14] P. 52.
[15] P. 48.

Special Award...

"KOA, Denver, for most consistent exploitation"


The Billboard
KOA Consistent
Again 1942!
KOA wins Billboard Award for exploitation
Again
WE SAY—
"Thank you, Billboard"
KOA is very proud to be the recipient of this special award for most consistent exploitation. Consistency has long been our theme, and whether it's in results for advertisers, program popularity, or general leadership, consistency remains our watchword. That is why we say, it all adds up to—First in Denver in Everything!
50,000 WATTS · 850 KC.
KOA
First in Denver

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

of the present networks must first be determined. The advertiser of course pays the costs in the first instance. He, however, recoups on the sale of his product. In such a case the people who do not buy his product, but who buy the product of his competitors, may actually be paying, although in an indirect way, for his radio program.

In a case in which all competitors selling a given product use radio, it is probable that the customers of all the competitors pay for the radio programs very directly.

Is There Support?

There is a large field for study here which must be gone into. When it is determined who pays for the present network programs in the last analysis, then an estimate can be made of the effect of a new network on total cost and on the incidence of cost. A new network may provide enough additional competition to make the present networks lower their time charges enough to offset the costs of the new network. The new network may pay for itself by replacing an equal amount of the program costs of the stations it serves. Or perhaps there will be no effect but to add to the price of the products advertised over the new network.

The adequacy of the present network industry to serve its customers should be examined. The Commission has not examined whether there would be support for a new network from advertisers. It might very well be that it is not economical from the point of view of profits to start a new network.

A new network might have the effect merely of creating a problem of overcapacity such as at present exists in cotton and other lines. Instead of there being three or four financially successful companies, there might be seven or eight unsuccessful ones, and with no attendant gains to the public. Possibly the condition would lead to losses to the public in inferior programs.

6. *The present networks do not render a truly national service.* The Commission says, "The exclusion of new networks from the industry is especially onerous because of the failure of existing networks to render service on a truly national basis. They have left a number of communities, especially in the West and Middle West, wholly without network service, and many more with inadequate service or service from only one network. Under such circumstances, it is especially important to keep the door open for new networks which may be willing to serve areas now unprovided for." [16]

In advance of making a recommendation for the remedy of a given situation it is necessary to know why such a situation exists. The Commission has not, apparently, determined why some areas are not now served by the networks. After it has made such a determination, it must be able to demonstrate that the factors limiting present coverage will not limit the coverage of proposed networks.

It is probable that the present networks will take on a station if the network's portion of the network sales dollar which the advertiser pays for the particular station covers the network's out-of-pocket costs, which are, for the most part, payments for wire line service. If this portion will not cover these costs, the network will probably not, of its own volition, take on the station.

If this revenue is the limiting factor, then it is difficult to see how a future network would be inclined to serve areas not now served anymore than a present network. Of course, in many areas not now served there is no station available, and often no frequency on which to place a station as well.

Not all stations want a network connection. A poll which was recently made by the author indicated this fact. On the other hand, the networks may be accustomed to such profitable outlets that they turn up their noses at taking on stations which merely cover out-of-pocket costs. They may want to earn a substantial profit on every station or else not bother with it.

Poll for Facts

The Commission might determine this fact by taking specific stations not now served by the networks and making a poll of network advertisers in order to find out whether these latter would consider buying time on each of these stations if it was on a network, and how much they would pay.

From this poll the total hypothetical network revenue for the station could be determined. Applying a percentage to this would give the amount which the network would retain in order to pay wire line charges and other out-of-pocket costs. The wire line charges could be estimated by the long lines department of the American Telephone & Telegraph Co. These charges could be subtracted from the network's portion of the revenue to see if there was a profit or a loss. This examination would go a long way toward estimating whether the coverage of future networks would be any better than that of the present networks.

How Do Stations Feel?

A poll should be made of the attitude of the stations, similar to the one made by the author, in order to find out whether or not the stations appear to want a network connection and on what factors their answers depended.

Because of the complexity of the network structure, the method of analyzing it must be carefully worked out. An examination should be made to isolate the parties at interest in the network structure. Any alteration of the network structure will affect these groups more than others. Whether or not these groups should have become interested in radio is entirely beside the point. They exist now and will be affected by change and must consequently be considered. They are (1) the listeners, (2) the affiliated stations, (3) the network advertisers, (4) the national spot and local advertisers, and (5) the network organizations themselves. The Commission has considered primarily a very nebulous group called the public. It has not examined into the interests of the listeners.

It has ignored the network advertisers who provide the support for network radio. It has made little determination of the interests of the affiliated stations, and has failed to study the interests of national spot and local advertisers. It has given its chief attention to the network organizations.

After these groups have been isolated, the degree to which the network structure suits their respective interests must be determined. It must be found out in what respects networks fail to satisfy needs of these various groups.

The study is to a considerable extent economic and statistical. Statistics on the structure of the networks and on the attitudes of the various groups at interest must be gathered and put into significant form. It is not enough simply to make tabulations of sundry data.

It does not seem that the common Commission hearing technique is suitable to such an investigation for three reasons. In the first place, the study must be made by people with a knowledge of business organization and techniques. It is preferable that some of those making the examination have a thorough background in broadcasting. The Commission must utilize specialists to make the investigations.

In the second place, the information to be adduced must be carefully planned by the investigators. Prepared statements by members of the industry are often useless. One person, rather than the Commission, or a committee of the Commission, can best plan such an investigation. Most of the answers will be of a quantitative and statistical nature and can best be collected by one or a few persons. The men who appear for the industry are for the most part high executives or lawyers. It is believed that a great deal of the knowledge of the operation of network broadcasting should be secured from men farther down the line in the industry. Very often these top executives and lawyers are not familiar enough with the detailed workings of their respective organizations to be able to give detailed answers on technical matters into which it is necessary to examine.

In the third place, it is believed best that the investigators go to New York to make a considerable part of their study. Here the data which are needed are readily available. The investigators should work informally with the industry. Very often during the hearings data are called for which are not immediately available. The issue about which knowledge is required must consequently wait until the necessary data are secured. This long-distance type of investigation is costly to the industry, and cumbersome and inefficient as a regulatory device.

A Hot Spot

The investigators should have the power of subpoena so that their work may not be hindered through lack of cooperation. After the investigators have made their findings, a series of informal conferences should be held between them and the Commissioners. At this time, and only at this time, are proposals for any alteration of the network structure in order. Also at this time the industry representatives should be permitted to appear before the whole Commission.

This paper has criticized the competence of the Commission's monopoly investigation. Certainly the Commission can be held to

(*Continued on page 92*)

DOWN MEXICO WAY they learn about U. S. radio through their favorite trade periodical. At XEW, Mexico City station, this group gathers regularly, they assert, to scan BROADCASTING (seated, l to r): Alejandro Diaz Guerra, owner of XEHL, Gaudalajara, and Clemente Serna Martinez, general manager of Radio Programs de Mexico, S. A., largest broadcasting system south of the Rio Grande. Standing: Enrique Viteri E. and Eligio Izaguirre, salesmen of RPM, and Homer Rios D., RPM assistant manager. RPM controls a network which encompasses more than 50 Mexican stations.

[16] Monopoly Report, p. 75.

What Do You Want to Sell in New York?

WNEW

- **Now—Twice the Power—Selling Goods Twice as FAST—AT LEAST COST!**
- **Attracting More Listeners in Metropolitan Area than Any Other Independent Station!**

WNEW's audience is not made up of passive "tuner-iners." Millions of *friends—followers*—people who *know* us, and *like* us . . . that's what WNEW sends your way! And WNEW's friends BUY HEAVILY . . . giving you *lowest-cost sales results* . . . lower than any other independent N. Y. C. station! You can still buy WNEW time for Summer and Fall campaigns. Get full information. Write Today to WNEW, N. Y. C.

Write for Independent Surveys showing why WNEW is your best bet in the World's Richest Market!

1130 on your dial **WNEW**

On The Air 24 Hours a Day—
7 Days a Week • 10,000 Watts

REPRESENTED NATIONALLY BY JOHN BLAIR & CO. — R. C. FOSTER (NEW ENGLAND)

XUM

In Case of Doubt, Ask the Censor

Hundreds of Difficult Questions Receive Answers

By J. HAROLD RYAN
Assistant Director of Censorship

THIS BROADCASTER said in his letter:

"How about weather at race track broadcasts? Can we say the track is fast or slow?"

We told him, yes, he could describe the condition of the track as long as he didn't reveal current weather conditions.

So he asked us then:

"What if the track is fast during the first two races, and then it rains and the track is slow for the last five races. What then?"

Horses and Fish

I suppose we should have consulted the horses, but we suggested that he not mention the change in the track's condition. So if you can't figure them this year on their records, blame us. The critters in the last race might be running up to their fetlocks in censorship, which will explain their loping indifference.

We have taken advantage of the fish, too. Broadcasters can describe their habitat as "muddy" or "clear", as the case may be, as long as the weather supporting those conditions is not revealed.

Actually, weather is not a funny subject during wartime. The broadcasters who asked about fish and horses were alert to the need for care. If we were certain that all broadcasters were as wary, our sleep would be less restless.

The handling of weather, informal quiz programs and stories about troops and production are the subjects most frequently dealt with in the Office of Censorship's radio division. In our 4½ months of operation, we have amassed quite an extensive file of correspondence which includes hundreds of interpretations of specific problems. We do not want that traffic to fall off. We want to see it continue in a steady and swelling stream, because its continuance is a measure of the seriousness with which broadcasters view the subject of censorship.

Letters From the Boys

Many have asked us whether letters from Jimmy who is in Australia can be used on the air. There can be no blanket ruling on such a question. There are thousands of Jimmys, and each has his own way of writing a letter. The letters can be used, *if they reveal no information of value to the enemy.* If a broadcaster cannot determine himself, under the Code of Wartime Practices, whether the letter meets the demands of our national security, he should ask our office for help.

Many have asked us whether the product being manufactured by Plant X can be mentioned. That depends upon the product and the size of the operation. It depends upon the War Department's considered opinion of "security" questions which might be involved. The Code answers that query, "No, unless appropriate authority is obtained".

Broadcasters feeling they can render a service to the war effort through broadcasting such information should not accept that negative until they have exhausted all possibilities in their search for an appropriate authority.

If Doubtful—'No'

Each day of our operation underscores the necessity for individual clearance. The only blanket rule which can apply is in the Code now: "If material is doubtful, it should not be used; submit it to the Office of Censorship for review."

It was just four months ago that the Office of Censorship issued its Code of Wartime Practices, With it we sent a letter asking broadcasters to acknowledge receipt and understanding of the Code. About half of the nation's radio station operators replied to that request. Subsequently we have issued three more queries trying to ascertain whether stations have received their copies of the Code. We are being insistent because we know that voluntary censorship will not work on a hit or miss basis. It must work as close to 100% as human fallibility will permit it to work.

There are still about 25 broadcasters who have not acknowledged receipt of the Code. In some cases, there may be no oversight, simply a miscarriage of the mail. But this cannot possibly be true in the majority of these cases.

In my last letter seeking acknowledgment, I asked broadcasters to submit their replies via air mail. The letters we have received have been very courteous and cooperative, but for one.

Proud of the Industry

This one chap wrote across the letter we had submitted to him, "Acknowledged this previously. If you want me to send airmail letters, enclose a stamp. I'm giving enough already."

"Enough"? What does he mean, enough? You need an appropriate authority to use that term, "enough". I would recommend Jimmy, mentioned above as being in Australia, as such an appropriate authority.

But the Office of Censorship is pleased with the broadcasting industry; indeed, proud of it. This cooperative effort of the world's greatest form of mass communication to batten down the hatches on information the enemy wants is a splendid accomplishment. We're confident broadcasters will continue "on the alert".

DUAL EXECUTIVE
Manages Station and Runs Musicians' Local

MUSICIAN at heart, Verl Bratton, general manager of WREN, Lawrence, Kan., was re-elected April 31 as president of Local 512, American Federation of Musicians. Although this could be a difficult task for some he has been able to maintain his status quo with both

He also serves for AFM

groups by virtue of his background. Bratton started his career with the station as a musician and became general manager in 1939.

An ample indication of confidence was shown in the election for his fellow unionists designated no other candidate. Station officials emphasize their satisfaction with the prevailing amity between management and the musicians during Bratton's term of office.

Quaker Oats to Transfer As Campana Yields Time

QUAKER OATS Co., Chicago (Mother and Quaker Oats), on June 5 will shift *That Brewster Boy*, on 66 CBS stations, Wednesdays, 7:30-8 p.m. to Fridays 9:30-10 p.m., replacing *First Nighter*, sponsored by Campana Sales Co., Batavia, Ill. (toiletries), Fridays, 9:30-9:55 p.m. on 54 CBS stations, and *Ginny Simms*, sponsored on 54 CBS stations by International Cellucotton Products Co., Chicago (Kleenex), 9:55-10 p.m.

Campana Sales Co., through Aubrey, Moore, & Wallace, Chicago, last week released an option on the 9:30-9:55 time on CBS after June 1, but plans continued radio promotion of its products after the summer vacation, despite difficulty in obtaining glycerine, alcohol and oils from South America and India. Agency for Quaker Oats Co. is Ruthrauff & Ryan, Chicago, and for International Cellucotton Products Co., Lord & Thomas, Chicago.

THE ROBIN HOOD DELL, Philadelphia outdoor symphonic concert series by members of the Philadelphia Orchestra, is being offered for commercial sponsorship for the first time. In past seasons, the concerts have been carried sustaining on MBS.

Rockefeller Group Seeking Personnel
Knowledge of South America And Languages Required

IN QUEST of men with some knowledge of South America and a speaking knowledge of Spanish and Portuguese, the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee) last week announced staff openings in its radio division, headed by Don Francisco. Positions paying $3,200 and $4,600 are available for persons qualifying under stated requirements, with Civil Service ratings procurable if they are acceptable.

The OCIAA also needs two engineers with a specialized knowledge of shortwave broadcasting, according to Mr. Francisco. They need not necessarily know Spanish or Portuguese. Two Spanish radio writers and one Portuguese are also among those needed, as well as three men capable of supervising Spanish and Portuguese productions for broadcasts in Latin America via shortwaves and transcriptions.

Field Men Needed

In addition, Mr. Francisco said that 10 field men will be engaged who will be assigned to domestic work at first and then sent on tours of particular Latin American countries to act as program liaisons. They must necessarily know Spanish or Portuguese, or both.

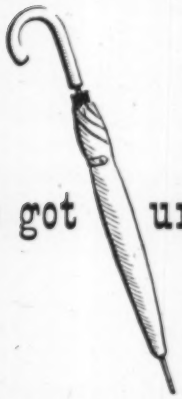
Mr. Francisco's office in New York (444 Madison Ave.) or in Washington (Department of Commerce Bldg.) will receive applications which should be in memorandum form, stating age, draft status, background in Spanish or Portuguese, experience in radio, citizenship etc.

BMI to Exploit Songs From Walt Disney Film

HAVING acquired publication rights to the full musical score of Walt Disney's new cartoon film, "Bambi", Broadcast Music Inc. has launched campaign to popularize the four featured songs prior to its New York premiere July 30. Deal, closed in late April by Harry Engel, West Coast manager of BMI, marks the first time that any firm but Irving Berlin Inc. has published a Disney cartoon feature score. Written by Frank Churchill and Larry Morey, songs are "Little April Shower", "Looking for Romance", "Love Is a Song", and "Let's Sing a Gay Little Spring Song".

Broadcasters attending the NAB convention in Cleveland from May 11 to 14 inclusive, will have a special preview of the film, thereby hearing featured songs for the first time. Disney in addition is exhibiting original drawing from the picture, with convention delegates receiving lapel buttons with the title BaMbI, thereby tying in with BMI as publishers. In a concerted drive to popularize the songs, orchestrations are also being sent to all name bands.

This advertisement, appearing also in FORTUNE *Magazine for May, is the first of a* FORTUNE *series published in the interest of Radio Stations represented by John Blair & Company.*



If you've got umbrellas to sell . . .

advertise where it's raining with SPOT BROADCASTING*

IF YOU want umbrella volume . . . or volume on anything else . . . sell where sales are easiest. Sell only as long as local conditions are right. Sell with Spot Broadcasting, the completely flexible advertising medium.

Spot Broadcasting gives you all the power of radio on a sensible market-by-market basis. You can plan it easily to solve any selling problem . . . seasonal, sectional or competitive. You can arrange it quickly for immediate action whenever and wherever you need it. And Spot Broadcasting gets top results because it offers free choice of the best stations and lets you hand-pick program or announcement times with ready-made audiences.

To keep advertising just as flexible as sales management itself must be today, more advertisers are using Spot Radio than ever before.

Have you considered how important flexibility is to your own plans right now? Then talk soon to a John Blair man about Spot Broadcasting. He not only represents many of the finest radio stations in the country, but he has plenty of marketing and merchandising facts that you can most profitably use.

* *Spot Broadcasting is flexible radio advertising, whether 25 words or full-hour programs—planned and bought on a market-by-market basis.*

A new informative booklet, "Spot Broadcasting," has been prepared for advertisers and their agencies. We shall be happy to send you a copy.

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Chicago
New York
St. Louis
Los Angeles
San Francisco

EXCLUSIVELY REPRESENTING LEADING RADIO STATIONS THROUGHOUT THE UNITED STATES

A Wartime Directory of the Federal Government

Executive Departments and Offices

MEMBERS OF CABINET

Secretary of State: Cordell Hull.
Secretary of the Treasury: Henry Morgenthau Jr.
Secretary of War: Henry L. Stimson.
Attorney General: Francis Biddle.
Postmaster General: Frank C. Walker.
Secretary of the Navy: Frank Knox.
Secretary of the Interior: Harold L. Ickes.
Secretary of Agriculture: Claude R. Wickard.
Secretary of Commerce: Jesse H. Jones.
Secretary of Labor: Frances Perkins.

EXECUTIVE OFFICE OF THE PRESIDENT

The White House
National 1414

President of the United States: Franklin Delano Roosevelt.
Secretaries: Marvin Hunter McIntyre, Stephen Early, Gen. Edwin Martin Watson.
Personal Secretary: Marguerite A. LeHand.
Executive Clerk in Charge of Executive Offices: Rudolph Forster.
Executive Clerk: Maurice C. Latta.
Administrative Assistants: William H. McReynolds, Lauchlin Currie, Lowell Mellett.
Special Assistant to the President: Harry L. Hopkins.
Special Executive Assistant: Eugene Casey.

OFFICE FOR EMERGENCY MANAGEMENT

Wayne Coy, Liaison Officer

Central Administrative Services: Dallas Dort, *director.*
Defense Communications Board: James Lawrence Fly, *chairman.*
Information Division: Robert W. Horton, *director*; Robert Ware Straus, *assistant*; Stella Fisher, *secretary*; Bernard C. Schoenfeld, *chief of radio section.* [See WPB.]
Office of Scientific Research & Development: Dr. Vannevar Bush, *director.*
Office of Civilian Defense: James M. Landis, *director.*
Office of the Coordinator of Inter-American Affairs: Nelson Rockefeller, *coordinator.*
Office of Defense Health & Welfare Services: Paul V. McNutt, *director.*
Office of Defense Transportation: Joseph B. Eastman, *director.*
Office of Facts & Figures: Archibald MacLeish, *director.*
Office of Lend-Lease Administration: E. R. Stettinius Jr., *administrator.*
Office of Price Administration: Leon Henderson, *administrator.*
Office of Alien Property Custodian: Leo T. Crowley, *custodian.*
War Manpower Commission: Paul V. McNutt, *chairman.*
War Relocation Authority: Milton Eisenhower, *director.*
War Shipping Administration: Rear Admiral Emory S. Land, USN retired, *administrator.*
War Production Board: Donald M. Nelson, *chairman.*

Dozens of new Federal offices have sprung into being in Washington since the war began, and many others have been shifted from one department to another. In the directories herewith, the editors of BROADCASTING *have undertaken to provide a handy reference to the key executives of the major executive departments, offices, agencies and establishments, giving addresses and telephone numbers and listing, wherever they exist, the information, radio and press representatives from whom further data may be obtained. We cannot guarantee the continuing accuracy of this directory due to the changes occurring daily. It is as accurate to date, however, as it was possible to make it. Note that all agencies listed without boxed heads come under the jurisdiction of the one immediately preceding that is boxed.*

OFFICE OF CIVILIAN DEFENSE

Dupont Circle Apts.
Republic 7500

Director: James M. Landis.
Executive Assistant to Director: John B. Martin.
Special Assistant to Director: Philip Bastedo.
Special Advisor to the Director and Chief of Public Advice and Counsel Division: E. A. Sheridan.
Assistant Director, Mobilization Branch: Jonathan W. Daniels.
Chief, Legal Division: Harold Newman (acting).
Assistant Director and Chief of the Protection Branch and the Civilian Protection Division: Maj. Gen. L. D. Gasser.
Chief of Administrative Branch: Cecil Johnson (acting).

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DEFENSE COMMUNICATIONS BOARD

New Postoffice Bldg.
Executive 3620

Members: James Lawrence Fly, chairman, Federal Communications Commission, chairman; Maj. Gen. Dawson Olmstead, Chief Signal Officer, USA; Capt. Joseph R. Redman, Director of Naval Communications; Breckinridge Long, Assistant Secretary of State; Herbert E. Gaston, Assistant Secretary of the Treasury, secretary. *Assistant Secretary:* Comdr. R. J. Mauerman, U. S. Coast Guard. *Alternates:* E. K. Jett, chief engineer, FCC; Brig. Gen. Frank E. Stoner, chief, Communications Branch, Army Signal Corps; Capt. Thomas B. Inglis, Assistant Director of Naval Communications; Francis C. deWolf, Division of International Communications, State Dept.; Capt. J. F. Farley, Chief of Communications, U. S. Coast Guard.

Advisory Committees

Coordinating Committee: E. K. Jett, chief engineer, FCC, chairman; Francis C. deWolf, State Dept.; Lt. Col. Wesley T. Guest, War Dept.; Comdr. Franz O. Willenbucher, Navy Dept.; Capt. J. F. Farley, U. S. Coast Guard.

Law Committee: Telford Taylor, general counsel, FCC, chairman; Maj. J. W. Huyssoon, Office of the Judge Advocate General, War Dept.; Stephen Spingarn, Treasury Dept.; Comdr. Franz O. Willenbucher, Navy Dept.; Raymund T. Yingling, State Dept.; Oscar Schachter, FCC, secretary.

Labor Advisory Committee (and alternates): Robert J. Watt, chairman, and Lawson Wimberly, AFL; Joseph P. Selly, American Communications Assn.; Paul E. Griffith, secretary, and Joseph A. Beirne, National Federation of Telephone Workers.

Industry Advisory Committee (and alternates): Walter S. Gifford, chairman, and Keith S. McHugh, AT&T; Jack Kaufman and F. C. Alexander, Globe Wireless Ltd.; Col. Sosthenes Behn and Frank W. Phelan, IT&T; E. F. Chinlund and Ellery W. Stone, Postal Telegraph; Joseph Pierson and Donald K. deNeuf, Press Wireless Inc.; David Sarnoff and Dr. C. B. Jolliffe, RCA; William E. Beakes and R. V. Howley, Tropical Radio Telegraph Co.; R. A. Phillips and Louis Pitcher, U. S. Independent Telephone Assn.; A. N. Williams and E. R. Shute, Western Union.

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Special Planning Committees (and alternates)

I. *Amateur Radio Committee:* George W. Bailey, chairman, and K. B. Warner, American Radio Relay League; E. M. Webster, secretary, and L. C. Quaintance, FCC; Robert R. Burton and Griffith M. Morgan, National Youth Administration; Lt. Comdr. John L. Reinartz, Navy Dept.; Lt. Col. E. F. French and Lt. William L. Montgomery, Army Signal Corps. *Priorities Representative:* George W. Bailey.

II. *Aviation Communications Committee:* Paul Goldsborough, chairman, and A. E. Harrison, Aeronautical Radio Inc.; L. M. Rawlins Jr., American Assn. of Airport Executives; Ford Studebaker, secretary, and E. L. Stuhrman, American Export Airlines Inc.; R. L. Jones and F. A. Cowan, AT&T; Eugene Sibley, Civil Aeronautics Administration, Dept. of Commerce; George K. Rollins, FCC; Charles H. Helms, National Advisory Committee for Aeronautics; Comdr. A. I. Price, Navy Dept.; H. C. Leuteritz, Pan American Airways; A. F. Connery, Postal Telegraph; Roger Wolfe Kahn and John M. Wells, Private Fliers Assn.; Arthur Lebel, State Dept.; Lt. Comdr. F. A. Leamy and Lt. Chester L. Harding, U. S. Coast Guard; Col. Wallace G. Smith and Lt. Col. E. L. White, Army Air Force; Delbert M. Little and Ivan R. Tannehill, U. S. Weather Bureau, Dept. of Commerce; P. J. Howe and H. M. Saunders, Western Union; David L. Behncke and Edwin F. Laker, AFL. *Priorities Representatives:* Paul Goldsborough and A. E. Harrison.

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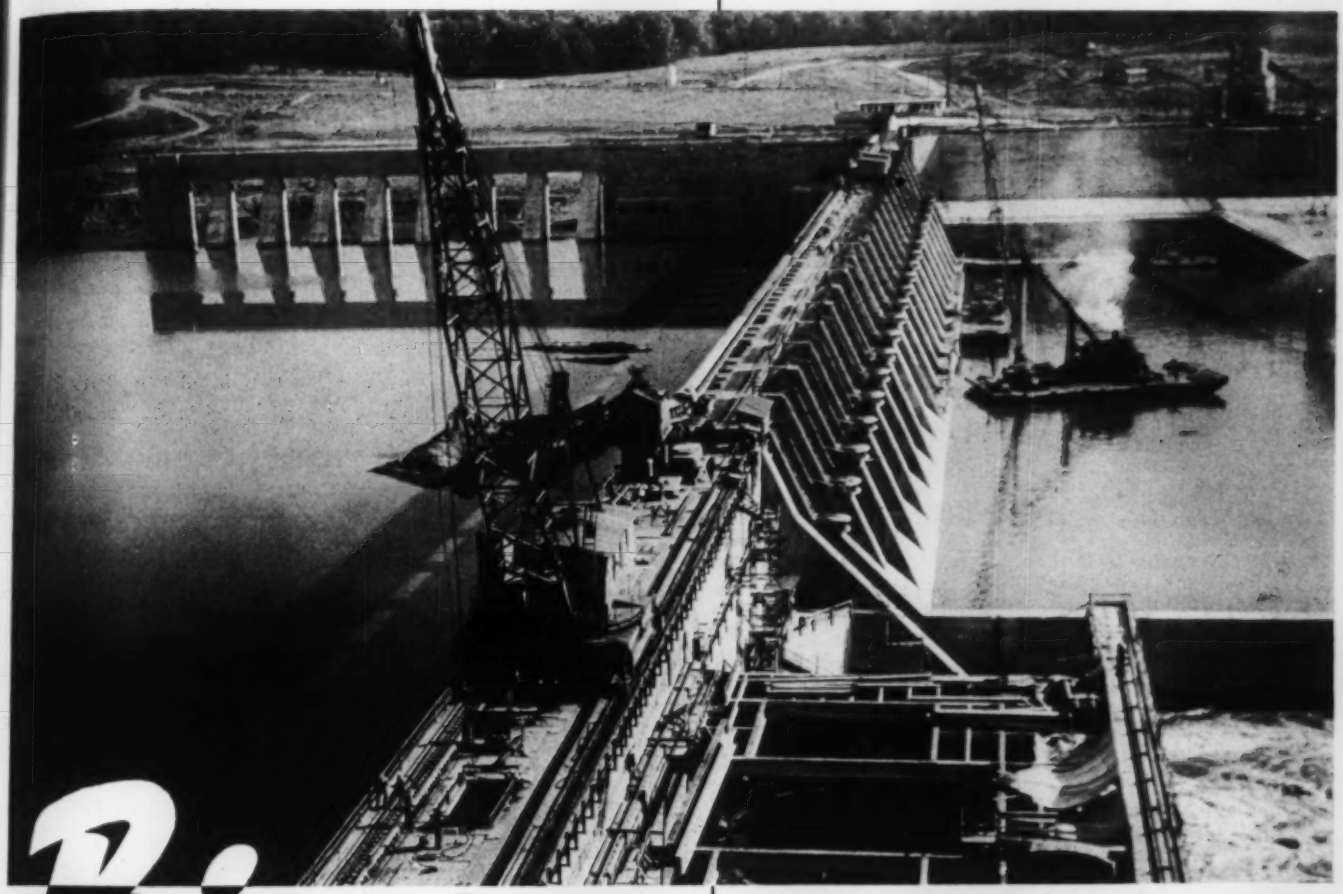

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Assistant to Director: Joseph Barnes (New York).
Director of Pictures & Publications Division: Edward Stanley.
Directors of Radio Division: Murry Brophy, Paul West.
Director, News Division: Irving Pflaum.
San Francisco Office: Warren Pierce.

TREASURY DEPARTMENT

15th St. & Pennsylvania Ave.
National 6400

Secretary of the Treasury: Henry Morgenthau Jr.
Under Secretary: Daniel W. Bell.
Assistant Secretary in Charge of Customs, Narcotics & Secret Service: Herbert E. Gaston.
Assistant Secretary: John L. Sullivan.
Commissioner of Internal Revenue: Guy T. Helvering.
Comptroller of Currency: Preston Delano.
Chief, Secret Service Division: Frank J. Wilson.
Director, Bureau of The Mint: Nellie Tayloe Ross.
General Counsel: Edward H. Foley Jr.
Director of Press Relations: Charles Schwarz.
Executive Director War Savings Staff: Eugene W. Sloan.
Director of Press & Radio for War Savings Staff: Vincent F. Callahan.
Chief of Radio Section, War Savings Staff: Charles Gilchrest.
Staff of Radio Section: Majorie Spriggs, Emerson Waldman, Ruth Girard, Mortimer Millman, William S. Rainey, Lloyd Dunning.

DEPARTMENT OF STATE

17th St. & Pennsylvania Ave.
Republic 5600

Secretary of State: Cordell Hull.
Undersecretary of State: Sumner Welles.
Assistant Secretaries of State: Adolf A. Berle Jr., Breckinridge Long, Dean C. Acheson, G. Howland Shaw.
Chief of Division of International Communications: Thomas Burke.
Telecommunications Section: Francis Colt DeWolf, Joseph T. Keating, Harvey B. Otterman.
Chief of Division of Cultural Relations: Charles A. Thompson; assistant (radio), John M. Begg.
Chief of Division of Current Information: Michael J. McDermott; assistants, Howard Bucknell Jr., Robert T. Pell, John Dreier.

What's Our Names
? (Answers on page 116) ?
We're synonymous with Success.
We're tonic to jaded programs and bait for local accounts.
Our native habitat is Lang-Worth from whence we spring, on command, to capture and hold Radio listeners.
We're a small but honored section of the Lang-Worth Artist Group.
What's Our Names?
Lang-Worth Feature Programs, Incorporated
420 Madison Avenue, New York, N. Y.

WAR DEPARTMENT
Constitution Ave. at 20th St.
Republic 6700

Secretary of War: Henry L. Stimson.
Under Secretary of War: Robert P. Patterson.
Assistant Secretary of War: John J. McCloy.
Assistant Secretary of War for Air: Robert A. Lovett.
Army Chief of Staff: Gen. George C. Marshall.
Services of Supply: Lt. Gen. B. B. Somervell.
Army Ground Forces: Lt. Gen. L. J. McNair.
Army Air Forces: Lt. Gen. H. H. Arnold.
Selective Service System: Maj. Gen. Lewis B. Hershey.
Army Specialist Corps: Dwight F. Davis, director general.
Army Signal Corps: Maj. Gen. Dawson Olmstead, chief signal officer; assistant and executive officer, Col. James A. Code Jr.; assistant executive officer, Col. Arthur J. Wehr; assistant, Maj. James W. Baldwin.
Adjutant General: Maj. Gen. James A. Ulio.
Provost Marshal General: Maj. Gen. Allen W. Gullion.
Judge Advocate General: Maj. Gen. Myron C. Cramer.
Chief of Special Services: Brig. Gen. F. H. Osborne; executive officer, Special Services Branch, Col. A. W. Roshe; radio director, Special Services Branch, Maj. Gordon Hittenmark.
Chief of Army Chaplains: Brig. Gen. William R. Arnold.

Bureau of Public Relations

Director: Maj. Gen. A. D. Surles.
Assistants to the Director: Col. R. B. Lovett, Col. J. T. Taylor, Col. Walter Wells (in charge New York office).
Chief, Radio Branch: Lt. Col. E. M. Kirby.*
Chief, New York Office, Radio Branch, 521 Fifth Ave.: R. C. Coleson.
Administrative Executive: Brooks Watson.
Executive Officer & Educational Director: Maj. Harold W. Kent.
Agency & Advertiser Liaison: John Cullom.
Program Consultant: Louis G. Cowan.
Director, News & Special Events Section: Jack Harris.
News Editor, News & Special Events Section: J. N. Bailey.
Director, Program & Script Section: Capt. Edwin P. Curtin.
Intelligence & Analysis Branch: Lt. Col. Curtis Mitchell.
Planning & Liaison Branch: Col. R. E. Dupuy.
Pictorial Branch: Col. W. M. Wright.
Press Branch: Col. Stanley J. Grogan.
Publication & Special Assignment Branch: Lt. Col. D. P. Page.
Review Branch: Col. Falkner Heard.
War Section: Lt. Col. F. V. FitzGerald.
Administration: Lt. Col. V. F. Shaw.

*Telephone calls to Radio Branch should be directed to the Branch rather than individual personnel.

Public Relations Officers

First Army & Eastern Defense Command, Governor's Island, New York: Lt. Col. E. J. F. Glavin. *Second Army,* 76 Court Ave., Memphis: Lt. Col. Robert A. Griffin. *Third Army,* Smith-Young Tower, San Antonio: Lt. Col. W. C. DeWare. *Fourth Army & Western Defense Command,* The Presidio, San Francisco: Maj. Charles H. Titus (acting).
First Corps Area, 808 Commonwealth Ave., Boston: Maj. Russell H. Sweet.
Second Corps Area, Governor's Island, New York.
Third Corps Area, U. S. Post Office, Baltimore: Lt. Col. James P. Wharton.
Fourth Corps Area, Post Office Build-Atlanta: Col. Stacy Knopf.
Fifth Corps Area, Fort Hayes, Columbus, O.: Capt. E. L. Nelson.
Sixth Corps Area, Post Office Bldg., Chicago: Lt. Collis L. Jordan.
Seventh Corps Area, Federal Bldg., Omaha: Maj. Robert W. Reed.
Eighth Corps Area, Fort Sam Houston, Tex.: Lt. Col. Royden Williamson.
Ninth Corps Area, Fort Douglas, Utah: Lt. A. E. Gilbert.

NOTE: Because of rapid turnover in personnel, it is suggested that communications to the various Armies or Corps Areas be addressed simply to "Public Relations Officer in charge of Radio" rather than an individual.

DEPARTMENT OF JUSTICE
Dept. of Justice Bldg.
Republic 8200

Attorney General: Francis Biddle.
Assistant to the Attorney General: James Rowe Jr.
Solicitor General: Charles Fahy.
Assistant Attorneys General: Thurman Arnold, Anti-Trust Division; Francis Shea, Claims Division; Norman Littell, Lands Division; Wendell Berge, Criminal Division; Samuel Clark Jr., Tax Division; Paul P, Rao, Customs Division (New York).
Chief, Special Defense Unit: Lawrence M. C. Smith.
Director, Federal Bureau of Investigation: J. Edgar Hoover.
Director of Public Relations: M. E. Gilfond; assistants, Charles Malcolmson, Cabell Phillips.

FEDERAL BUREAU OF INVESTIGATION
Republic 7100

Director: J. Edgar Hoover.
Assistants to the Director: Clyde A. Tolson, Edward A. Tamm.
Assistant Directors: Hugh H. Clegg, W. Richard Glavin, D. Milton Ladd, Louis B. Nichols, Stanley J. Tracy.
Director of Public Relations of Dept. of Justice: M. E. Gilfond; assistants, Charles Malcolmson, Cabell Phillips.

POSTOFFICE DEPARTMENT
Pa. Ave. between
12th & 13th Sts., N.W.
District 5360

Postmaster General: Frank C. Walker.
First Assistant Postmaster General: Ambrose O'Connell.
Second Assistant Postmaster General: Smith W. Purdum.
Third Assistant Postmaster General: Ramsey S. Black.
Fourth Assistant Postmaster General: Walter Myers.
Director of Press Relations: Harold F. Ambrose; associate, Ike Gregg.

BUREAU OF THE BUDGET
17th St. & Pennsylvania Ave.
Executive 3300

Director: Harold D. Smith.
Assistant Director: Wayne Coy.
General Counsel: Edward G. Kemp.

DEPARTMENT OF THE NAVY
18th & Constitution Ave.
Republic 7400

Secretary of the Navy: Frank Knox.
Under Secretary of the Navy: James V. Forrestal.
Assistant Secretary of the Navy: Ralph A. Bard.
Assistant Secretary for Air: Artemus L. Gates.
Commander in Chief, U. S. Fleet, and Chief of Naval Operations: Adm. Ernest J. King.
Chief, Radio Liaison Division: Rear Admiral Theodore Stanford C. Cooper.
Chief, Intelligence Division: Rear Admiral Theodore S. Wilkinson.
Director of Naval Communications: Capt. Joseph R. Redman.
Commandant, U. S. Coast Guard: Vice Admiral Russell R. Waesche; Public Relations Officer, Capt. Ellis Reed-Hill.
Chief, Bureau of Navigation: Rear Admiral Randall Jacobs.
Chief, Bureau of Yards and Docks: Rear Admiral Ben Moreell.
Chief, Bureau of Ordnance: Rear Admiral W. H. P. Blandy.
Chief, Bureau of Ships: Rear Admiral Samuel M. Robinson.
Chief, Bureau of Supplies and Accounts: Rear Admiral Ray Spear.
Chief, Bureau of Medicine and Surgery: Rear Admiral Ross T. McIntire, Surgeon General, USN.
Chief, Bureau of Aeronautics: Rear Admiral John H. Towers.
Judge Advocate General: Rear Admiral W. B. Woodson.
Director, Naval Research: Rear Admiral Harold G. Bowen.
Commandant, U. S. Marine Corps: Lt. Gen. Thomas Holcomb.

Office of Public Relations

Director: Rear Admiral Arthur J. Hepburn.
Assistant Director: Capt. Leland P. Lovette.
Special Assistant to Secretary of the Navy: Frank E. Mason.
Chief, Press Section: Lt. Comdr. Paul C. Smith.
Chief, Pictorial Section: Lt. Comdr. E. J. Long.
Chief, Motion Picture Section: Lt. Alan Brown.
Chief, Naval Districts Section: Lt. Comdr. W. A. Bernrieder.
Chief, Analysis Section: Comdr. W. M. Galvin.
Chief, Magazine Section: Lt. Comdr. V. F. Blakeslee.
Chief, Industrial Incentive Section: Rear Admiral Henry A. Wiley.
Chief, Government Liaison Section: Comdr. W. M. Galvin.
Radio Section: J. Harrison Hartley, chief; Lt. Charles E. Dillon, executive officer; Lt. Donald H. Saunders; Lt. John P. Moore. New York branch, 580 Fifth Ave: Lt. M. A. S. Reichner.

Public Relations Officers
Naval Districts

Navy Yard, Washington: Lt. Francis J. Loveless.
First Naval District, 150 Causeway St., Boston: Lt. Comdr. H. A. Ellis.
Third Naval District, 90 Church St., New York City: Lt. Comdr. John T. Tuthill.
Fourth Naval District, 1315 Walnut St., Philadelphia: Lt. Comdr. Joseph L. Tinney; U. S. Naval Training Station, Lakehurst, N. J., Lt. Frank A. Petrie.
Fifth Naval District, Norfolk, Va.: Lt. Comdr. Wilson Starbuck; U. S. Naval Air Station, Elizabeth City, N. C., Lt. Clyde E. Schetter.
Sixth Naval District, Peoples Bldg., Charleston, S. C.: Lt. Peyton T. Anderson Jr.
Seventh Naval District, Key West, Fla.: Lt. William Pepper.
Eighth Naval District, Federal Bldg., New Orleans: Lt. Tyrrell Knox; U. S. Naval Air Station, Corpus Christi, Tex., Lt. A. B. Windsor; U. S. Naval Air Station, Pensacola, Fla., Lt. James T. Bingham.
Ninth Naval District, Great Lakes, Ill.: Lt. Comdr. R. A. Brown; Chicago, 33 No. Michigan Ave., Lt. J. C. McKee; Detroit, 130 W. Lafayette St., Ensign E. R. Grace Jr.; Indianapolis, 30th St. at White River, Ensign J. T. Barnett; Minneapolis, Northwestern Bank Bldg., Ensign Abbott Washburn; St. Louis, New Federal Bldg., Lt. James C. Douglass; Kansas City, Dwight Bldg., Lt. James S. McAtee.
Tenth Naval District, San Juan, P. R.: Lt. Comdr. Harwood Hull.
Eleventh Naval District, San Diego, Cal.: Lt. Comdr. E. R. Anderson; Los Angeles, Van Nuys Bldg., Lt. Comdr. A. J. Bolton; Naval Operating Base, San Pedro, Cal., Ensign Vernon F. Lyon.
Twelfth Naval District, Federal Office Bldg., San Francisco, Cal.: Capt. John W. Gates; U. S. Naval Air Station, Alameda, Cal., Ensign Kenneth Leake; U. S. Navy Yard, Mare Island, Cal., Ensign Dan E. Clark.
Thirteenth Naval District, Exchange Bldg., Seattle, Wash.: Lt. Maynard B. Jones; Puget Sound Navy Yard, Bremerton, Wash., Lt. Heber Jones; Portland, Ore., Wilcox Bldg., Ensign Philip S. Bladine.
Fourteenth Naval District, Honolulu, Hawaii: Lt. S. B. Riddick.
Fifteenth Naval District, Balboa, Canal Zone: Lt. John J. Hurley.

U. S. MARINE CORPS
Republic 7400

Commandant: Lt. Gen. Thomas Holcomb.
Assistant to the Commandant: Maj. Gen. Ralph S. Keyser.
Director, Division of Public Relations: Brig. Gen. Robert L. Denig.
Public Relations Officers, Headquarters: Maj. Gen. George T. Van Der Hoef, Lt. Patrick O'Sheel, Lt. William P. McCahill, Lt. Charles Mathieu Jr.

Public Relations Officers
Recruiting Divisions and Bases

Western Recruiting Division, 100 Harrison St., San Francisco: Maj. John S. Winch, Capt. Charles R. Payne.
Southern Recruiting Division, Atlanta National Bldg., Atlanta: Maj. Meigs O. Frost.
Eastern Recruiting Division, 1700 Sansom St., Philadelphia: Capt. Remsen J. Cole.
Central Recruiting Division, U. S. Court House Bldg., Chicago: Capt. John V. Sandberg.
Quantico, Va.: Lt. Col. Carleton Penn.
San Diego, Cal.: Capt. Robert P. White.
New River, N. C.: Maj. L. B. Hanley.

U. S. COAST GUARD
Pennsylvania Ave. & 13th, N. W.
Republic 7400

Commandant: Vice-Admiral Russell R. Waesche.
Administrative Assistant: John P. Myers Jr.
Assistant Commandant and Chief Operations Officer: Rear Admiral L. Toumlin Chalker.
Communications Officer: Comdr. Joseph F. Farley.
Engineer in Chief and Chief, Material Division: Rear Admiral Harvey F. Johnson.
Chief, Radio Engineering Section: Comdr. Irwin L. Gill.
Public Relations Officer: Capt. Ellis Reed-Hill; assistant, R. C. Smith.

(Continued on page 58)

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- ✓ ADVERTISERS — Greatest Number of National Spot Advertisers
- ✓ NEWS — A. P., U. P., Fulton Lewis, Jr., Wythe Williams, George Combs, Fulton Oursler, Henry Taylor, "Newsreel Theatre of the Air"
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$2,500,000 A WEEK P

30,000 POPULATION INCR

SHIPS! ALUMINUM! AIRPLANE PARTS!

Wartime industry is revolutionizing buying power!

More listeners . . . more hours of listening . . . vast increases in spendable income . . . have created a BONANZA MARKET FOR SPOT ADVERTISERS . . . *in the primary area of . . .*

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PORTLAND, OREGON

PAYROLL INCREASE! (TO MAY FIRST)

INCREASE ... and thousands more coming!

NO. 1 STATION IN A NO. 1 MARKET . . . KOIN OFFERS THESE PLUS VALUES AT NO INCREASE IN ADVERTISING RATES

For the past several years surveys have shown KOIN consistently in top audience position. For example, last winter's five month Hooper placed KOIN first among Portland's six stations with an average audience of 40% of all listeners.

PRESTIGE UNLIMITED

KOIN'S long established community service and program prestige is now augmented by its all-out war effort including the local production of such weekly programs as "Spotlight on Victory", "Wartime Women" (nightly), "Stop, Look and Listen", "State of Oregon Reports", "What Price Freedom" and "Fall Out For Fun".

NOW OPERATING 24 HOURS DAILY

To better serve the community and because of greatly increased early and late listening (due to swing shifts, etc.) KOIN now broadcasts continuously around the clock.

The CBS outlet for Oregon and So. Washington

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FREE & PETERS, INC. National Representatives

•

NOTE . . . Estimate of payroll increase is based on actual figures furnished by Oregon's State Industrial Accident Commission . . . Population estimate by Works Progress Administration.

U. S. NAVAL OBSERVATORY
Massachusetts Ave.
Decatur 2723

Superintendent: Capt. J. F. Hellweg, USN, Retired.
Assistant to the Superintendent: Capt. V. K. Coman, USN, Retired.
Chief Clerk: L. Neely.

DEPARTMENT OF THE INTERIOR
C St. between 18th & 19th, N.W.
Republic 1820

Secretary of the Interior: Harold L. Ickes.
Under Secretary of the Interior: John J. Dempsey.
First Assistant Secretary of the Interior: E. K. Burlew.
Assistant Secretary of the Interior: Oscar L. Chapman.
Solicitor: Nathan R. Margold.
Director of Information: Walton Onslow (acting); assistant to the director, Harry B. Gauss.
Director of Radio Section: Shannon Allen.
Chief of Publications Section: John N. Ady.
Chief of Photographic Section: Ray B. Dame.
Commissioner, General Land Office: Fred W. Johnson.
Commissioner, Office of Indian Affairs: John Collier; field representative, Floyd W. LaRouche.
Director, Geological Survey: W. C. Mendenhall.
Commissioner, Bureau of Reclamation: John C. Page; information director, H. B. Lineweaver (acting).
Director, National Park Service: Newton B. Drury; editor-in-chief, Isabelle F. Story.
Director, Bureau of Mines: R. R. Sayers; information director, Allen Sherman.
Director, Grazing Service (Salt Lake City): R. H. Rutledge; information chief, John Q. Peterson.
Director, Bituminous Coal Division: Dan H. Wheeler (acting); information chief, Leonard W. Mosby.
Director, Fish & Wildlife Service: Ira N. Gabrielson; information chief, Col. H. P. Sheldon.
Director, Division of Territories & Island Possessions: Guy J. Swope.

•

OFFICE OF PETROLEUM COORDINATOR FOR WAR
Republic 1820

Petroleum Coordinator: Harold L. Ickes.
Deputy Petroleum Coordinator: Ralph K. Davies.
Executive Officer: Stanley W. Crosthwait.
Chief Counsel: J. Howard Marshall.
Chief, Information Division: Gordon W. Sessions.

DEPT. OF AGRICULTURE
14th St. & Independence, S.W.
Republic 4142

Secretary of Agriculture: Claude R. Wickard.
Under Secretary of Agriculture: Paul H. Appleby.
Assistant Secretary of Agriculture: Grover B. Hill.
Director of Information: Morse Salisbury.
Assistant Directors of Information: Duncan Wall, Keith Himebaugh.
Chief, Radio Service: Wallace L. Kadderly.
Chief, Press Service: Whitney Tharin.
Chief, Division of Publications: Dr. M. C. Merrill.
Solicitor: Robert H. Shields.
Coordinator, Office of Land Use Coordination: Ernest H. Wiecking (acting).
Director of Personnel: T. Roy Reid.
Director, Extension Service: M. L. Wilson; chief information officer, L. A. Schlup.
Director, Office of Foreign Agricultural Relations: Leslie A. Wheeler; head, information section, J. Clyde Marquis.
Director, Office of Agricultural War Relations: M. Clifford Townsend; information officer, Harold Lewis.
Administrator, Agricultural Adjustment & Conservation Administration: Dillon S. Myer (acting); information chief, Wayne Darrow; radio officer, Ray Heinen.
Chief, Agricultural Adjustment Agency: Fred A. Wallace.
Chief, Soil Conservation Service: Hugh H. Bennett.
Manager, Federal Crop Insurance Corp.: Lee C. Smith.
Chief, Sugar Division: Joshua A. Bernhardt.
Administrator, Agricultural Marketing Administration: Roy F. Hendrickson; information chief, Arthur C. Bartlett; chief, radio section, E. J. Rowell.
Administrator, Agricultural Research Administration: E. C. Auchter; information coordinator, Gove Hambidge.
Chief, Agricultural Chemistry and Engineering: Henry G. Knight; information chief, Frank L. Teuton.
Chief, Bureau of Animal Industry: John R. Mohler; information chief, Dallas S. Burch.
Chief, Bureau of Dairy Industry: O. E. Reed; information chief, L. S. Richardson.
Chief, Bureau of Entomology & Plant Quarantine: P. M. Annand; information chief, J. A. Hyslop.
Chief, Bureau of Home Economics: Louise Stanley; information chief, Ruth Van Deman.
Chief of Plant Industry: R. M. Salter; information chief, E. G. Moore.
President, Commodity Credit Corp.: J. B. Hutson; information chief, Read Dunn.
Governor, Farm Credit Administration (Kansas City): A. G. Black; information chief, E. B. Reid; radio officer, Clay Mobley.
Administrator, Farm Security Administration: C. B. Baldwin; information chief, J. H. Bryan.
Chief, Forest Service: Earle H. Clapp; information chief, Dana Parkinson; radio officer, C. E. Randall.
Administrator, Rural Electrification Administration (St. Louis): Harry Slattery; information chief, Allyn Walters (acting).

DEPT. OF COMMERCE
14th St. bet. Constitution & E
District 2200

Secretary of Commerce: Jesse Jones.
Under Secretary of Commerce: Wayne Chatfield Taylor.
Assistant Secretary of Commerce: Robert H. Hinckley.
Chief of Division of Current Information: Clarence G. Marshall.
Assistant Chief of Division of Current Information: Alfred O'Leary.

•

BUREAU OF THE CENSUS
Department of Commerce Bldg.
Suitland, Md.

Director: James C. Capt.
Assistant Directors: Dr. Vergil D. Reed, Howard H. McClure.
Chief, Division of Information & Publications: Frank R. Wilson.

•

BUREAU OF FOREIGN AND DOMESTIC COMMERCE
Department of Commerce Bldg.
District 2200

Director: Carroll L. Wilson.
Assistant Director: Grosvenor M. Jones.
Executive Assistant to the Director: O. P. Hopkins.
Chief Division of Information and Economic Information: John H. Morse.
Industrial Consultant (Radio, Movies, Advertising): Nathan D. Golden.

•

BUREAU OF STANDARDS
Connecticut Ave. & Upton St.
Woodley 1720

Director: Lyman J. Briggs.
Assistant Director (Research and Testing): E. C. Crittenden.
Assistant Director (Commercial Standardization): A. S. McAllister.
Chief of Radio Section: Dr. J. H. Dellinger.

•

U. S. WEATHER BUREAU
24th & M Sts., N.W.
Michigan 3200

Chief: Francis W. Reichelderfer.
Assistant Chief, Technical Services: Charles C. Clark.
Assistant Chief, Scientific Services: C. G. Rossby.
Chief, Division of Station Operations: Joseph R. Lloyd.
Chief, Division of Synoptic Reports and Forecasts: Ivan R. Tannehill.

RECRUITERS for Uncle Sam are these three former radio men who are now carrying on in the Army Air Force and utilizing their broadcasting ability at the Gulf Coast Air Corps Training Center (l to r): Pvt. Joe Phipps, onetime KTBC, Austin, Tex., announcer; Pvt. Bill Hodapp, WGN, Chicago, and NBC writer-producer before the war; Pvt. Hal Thompson, formerly special events man of WFAA, Dallas. They handle recruiting programs, portions for the *Army Hour* and phases of shortwaving overseas from Randolph Field, Tex.

U. S. COAST AND GEODETIC SURVEY
Department of Commerce Bldg.
District 2200

Director: L. O. Colbert.
Assistant Director: J. H. Hawley.
Principal Electrical Engineering Director: Herbert G. Dorsey.

•

U. S. PATENT OFFICE
Department of Commerce Bldg.
District 2200
Also Richmond, Va.

Commissioner of Patents: Conway P. Coe.
First Assistant Commissioner: Leslie Frazer.
Assistant Commissioners: Henry Van Arsdale, Conder C. Henry.
Solicitor: W. W. Cochran.

•

CIVIL AERONAUTICS ADMINISTRATION
Department of Commerce Bldg.
District 2200

Administrator of Civil Aeronautics: Charles I. Stanton (acting).
Chief of Communications Division: Eugene Sibley.
Information and Statistics Director: Roscoe Wright; Fred Hamlin (acting).

•

CIVIL AERONAUTICS BOARD
(Dept. of Commerce)
District 2200

Members: L. Welch Pogue, Chairman; George P. Baker, Assistant Chairman; Oswald Ryan; Harllee Branch; Edward P. Warner; G. Grant Mason Jr.
Secretary: Darwin Charles Brown.
Information Director: Fred Hamlin.

•

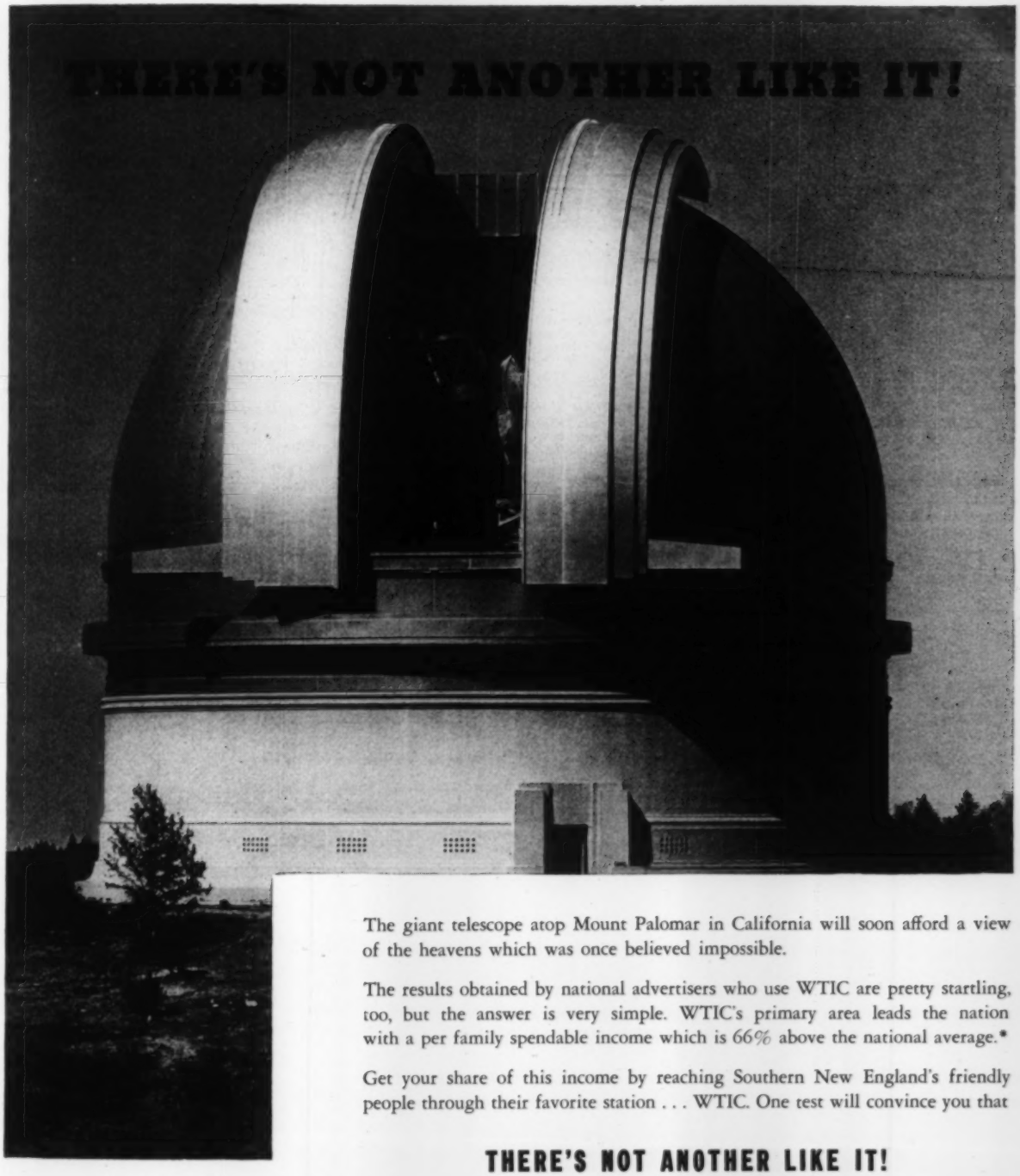
NATIONAL INVENTORS COUNCIL
(Dept. of Commerce)

Chairman: Charles F. Kettering.
Vice Chairman: Thomas Midgley Jr.
Secretary: Lawrence Langner.
Members: George Baekeland, Rear Admiral H. G. Bowen, Conway P. Coe, William D. Coolidge, Watson Davis, Frederick M. Feiker, Webster N. Jones, Brig. Gen. Earl McFarland, Fin Sparre, Maj. Gen. W. H. Tschappat, Orville Wright, Fred Zeder.
Director of Staff: Thomas R. Taylor.
Chief Engineer: Lt. Col. L. B. Lent.

DEPARTMENT OF LABOR
14th St. & Constitution Ave., N.W.
Executive 2420

Secretary of Labor: Frances Perkins.
Assistant Secretary of Labor: Daniel W. Tracy.
Solicitor: Warner W. Gardner.
Director of Conciliation: John R. Steelman.
Director of Division of Labor Standards: Verne A. Zimmer.
Administrator of Wage & Hour Division: L. Metcalfe Walling.
Commissioner of Labor Statistics: Ford Henrichs (acting).
Chief of Children's Bureau: Katherine F. Lenroot.
Director of Women's Bureau: Mary Anderson.

For wartime directory of Federal independent offices, agencies and establishments, as distinguished from executive offices and departments, see pages 60-62.



The giant telescope atop Mount Palomar in California will soon afford a view of the heavens which was once believed impossible.

The results obtained by national advertisers who use WTIC are pretty startling, too, but the answer is very simple. WTIC's primary area leads the nation with a per family spendable income which is 66% above the national average.*

Get your share of this income by reaching Southern New England's friendly people through their favorite station . . . WTIC. One test will convince you that

THERE'S NOT ANOTHER LIKE IT!

* Sales Management, April 10, 1942.

WTIC
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

A Wartime Directory of the Federal Government

Independent Offices, Agencies and Establishments

THE AERONAUTICAL BOARD
Navy Dept. Bldg.
Republic 7400

Commanding General, Army Air Forces: Lieut. Gen. H. H. Arnold.

Commanding General, Materiel Command, Army Air Forces: Maj. Gen. O. P. Echols.

Member of Operations Division, General Staff, Army: Lt. Col. Ford L. Fair.

Chief of Bureau of Aeronautics, Navy: Rear Admiral J. H. Towers.

Head of Plans Division, Bureau of Aeronautics, Navy: Capt. R. E. Davison.

Member of Plans Division, Naval Operations, Navy: Comdr. R. W. Morse.

Secretary: Jarvis Butler.

AMERICAN RED CROSS
17th Between D & E N.W.
Republic 8300

President: Franklin D. Roosevelt.

Chairman of Executive Committee: Norman H. Davis.

Vice-Chairman for Domestic Operations: James L. Feiser.

Director of Public Information: G. Stewart Brown.

Radio Director: Lamar Kelley; assistant, James Hart.

U. S. BOARD OF TAX APPEALS
Constitution Ave. at 12th St.
National 5771

Members: J. Edgar Murdock, chairman; Charles P. Smith, John M. Sternhagen, C. Rogers Arundell, Ernest H. Van Fossan, Eugene Black, J. Russell Leech, Bolon B. Turner, Arthur J. Mellott, William W. Arnold, John A. Tyson, Samuel B. Hill, Richard L. Disney, Marion J. Harron, John W. Kern, Clarence V. Opper.

Secretary: Robert C. Tracy.

Clerk: Bertus D. Gamble.

Reporter: Mabel M. Owen.

CIVIL SERVICE COMMISSION
8th & F Streets, N.W.
Republic 5711

Commissioners: Harry B. Mitchell, president; Mrs. Lucille Foster McMillin, Arthur S. Flemming.

Executive Director and Chief Examiner: Lawson A. Moyer.

Executive Assistant to Commissioners: William C. Hull.

Chief of Information & Recruiting Division: Carson C. Hathaway; assistant (recruiting), Amy A. Harradon.

Administrative Assistant for Information (Radio): Richard E. Scneder.

OFFICE OF CENSORSHIP
Federal Trade Commission Bldg.
Executive 3800

Director of Censorship: Byron Price.

Assistant to the Director: Theodore F. Koop.

Assistant Director of Censorship (for radio): J. Harold Ryan; assistants, Stanley Richardson, Robert K. Richards.

Assistant Director of Censorship (for press): John H. Sorrells, assistants, Nat R. Howard, William Steven, Frank C. Clough, William H. Mylander, W. Holden White, Frank Tighe, Jack Lockhart.

Assistant Director (Chief Cable & Radio Censor): Capt. H. K. Fenn, U. S. N.

Assistant Director (Chief Postal Censor): Col. W. Preston Corderman, U. S. A.

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(Continued on next page)

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With so much at stake, there is no doubt you will want to do everything you can to meet this Axis threat. Two ways are open: Speed production and BUY BONDS. The only answer to enemy tanks and planes is *more* American tanks and planes—and your regular, month-by-month purchases of Defense Bonds will help supply them. Buy now *and keep buying.*

HOW THE PAY-ROLL SAVINGS PLAN HELPS

When you install the Pay-Roll Savings Plan (approved by organized labor), you not only perform a service for your country but for your *employees.* Simple to install, the Plan provides for regular purchases of Defense Bonds through voluntary pay roll allotments.

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ON JULY 15th

AKRON WJW MUTUAL

Goes 5,000 Watts

AND THAT'S JUST HALF THE STORY

BILL O'NEIL
President
of Station WJW

WJW goes to 5000 watts in July . . . but you've heard "success stories" like that before. WJW has changed in other ways which we believe are even more important.

Akron's industries, booming with a billion dollars' worth of war orders, work 'round the clock in four shifts. They have made thousands of people potential radio-listeners any hour of the day or night. WJW's investigation uncovered the fact that Akron's residents used 20% as much electricity between midnight and 6 A.M. as between 6 P.M. and midnight. WJW immediately instituted 24-hour-a-day service.

Came Pearl Harbor and greatly increased interest in the news. WJW promptly added a second news service (INS) and also became the originating station for a nationally known network commentator, B. S. Bercovici.

This progressive policy is apparent to Akron merchants to the extent that they are now spending more of their dollars on WJW than on any other Akron station.

It is apparent to WJW listeners, too: the latest C. E. Hooper Survey (November through March) showed WJW on top with 11 "firsts" and 11 "seconds" out of 24 fifteen-minute periods from 1 P.M. to 7 P.M.

Include WJW in your next advertising appropriation and watch your Akron area sales-charts climb.

Ohio's only 24-Hour Station

WJW

The Voice of Akron

MUTUAL NETWORK

National Representatives: **HEADLEY-REED**
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"No Tires, but Akron is Booming"

"Do not twist the dial, Mother, You are tuned to KFI!"

By
Glanville Openjaw Heisch
Poet Laureate
of
KECA **

Any station in the nation
Can prepare a presentation
With a mess of facts and figures to amaze you.
Then can prove in easy stages
On a measly eighty pages
That *their* air's the only air that really pays you.

Without benefit of Hooper
They can show they're super-dooper,
And have bagged the listening audience *en toto*.
They can do it without wincing
In a manner most convincing—
With a suaveness that surpasses Mr. Moto.

They divide the U. S. Census
By their salesmen's expenses
Minus local draft board numbers of their clients
Times the sets that aren't in use then—
Plus their wavelength, and deduce then
That their tune-in's on the upgrade. (What a science!).

If your sales curve is sagging,
WE could show you without bragging
That not using KFI is all that ails you.
With a "do-or-dial" smile
We could prove that KFI'll
Cut the mustard where another station fails you.

We could roar, and rave, and rant some—
We could run high, wide and handsome
Through our rivals with our survey* proudly flying.
But we'll mind our P's and Q's'n
Just remind you in conclusion:
It's those KFI results that KEEP 'EM BUYING!

**Guess Hooperparedit?*

P.S.
From the sidewalks of Seattle
To the heart of deepest Texas
We welcome competition—
Especially KNX's.

** KFI's chief competitor in this area

50,000 WATTS
CLEAR CHANNEL
KFI

***Owned and Operated by* EARLE C. ANTHONY, INC. LOS ANGELES**

EDWARD PETRY & CO., Inc. NATIONAL SALES REPRESENTATIVES

The Literature That Radio Produces

Permanency Given to Achievements Of a Powerful New Medium

By MARGARET M. ROBERTSON

THE READING PUBLIC today considers radio a social force justifying a list of newly published books which bring into focus the influence of this medium on almost every phase of life.

Outstanding today are the books dealing with radio in the war, books giving permanence to the best scriptwriting of the air, presenting research in measurement, recording the memoirs of industry leaders, giving advice on careers, explaining technical problems and pointing the way to development in television, frequency modulation and facsimile.

H. V. and the Crisis

Immediately after the Czech crisis in the fall of 1938, Random House brought out what was probably the first of the popular radio news coverage books, *I Broadcast the Crisis*, a record of the broadcasts of H. V. Kaltenborn for the period of Sept. 12 to Oct. 2. The freshness and immediacy of the material caught the fancy of the reading public; furthermore, the material represented a primary source of data heretofore recognized by historians as including only documents, newspapers and relics of a period, but now sure to include these transcripts of broadcast words.

Today Edward R. Murrow's *This Is London* brings again the sensitive, colorful reports broadcast by this correspondent during the "sitzkrieg" in its early stages and continuing through the failure of the British in Norway, the disaster in Dunkirk and the Battle of Britain up to the Battle of the Atlantic.

More than that, it brings out the human factors in the war, the changing ideas and emotions, the hopes and fears and endeavors of Englishmen of all classes.

Because of the stricter Nazi censorship, a smaller book by William L. Shirer of his Berlin broadcasts could not have been so successful; however, having kept a diary of his years in Central Europe, from 1934 to 1941 as correspondent, first for Universal Service and then for CBS, he achieved in *Berlin Diary* the same vitality of on-the-spot news along with a feeling of changing sentiment and growing tension. This book was a Literary Guild choice, and was transcribed into Braille and produced as a "talking book".

Breath of the Balkans

Two other writers famous for their broadcasts also have best sellers in the market today. Robert St. John, now in London for NBC, produced *From the Land of the Silent People* in a month of solid writing following his return from his experiences in Yugoslavia, Greece and Crete where he "saw and smelled and heard" the war.

A natural oral style of writing partly accounts for the vigor of his present broadcasts; his selection of material and his sense of values, excellently outlined in the foreword, explain the fact that the book is now in its tenth large printing.

Erskine Caldwell, a writer of reputation, included a chapter on his broadcasting experiences in Moscow during the German drive on Moscow in *All Out on the Road to Smolensk;* the calm voice of this correspondent over the ether waves gives us no indication of his 40-mile-an-hour dash to the studio through blacked-out, gutted Moscow streets.

The Riddle of the Reich by Wythe Williams and Dr. Albert Parry is another book with a strong radio affiliation; the men who assisted Wythe Williams in uncovering news for his MBS broadcasts supplied information about the feeling behind the German lines for this book.

These five books, which so dramatically bring England, Germany, the Balkans and Russia to paper, may be supplemented by the projected book by Cecil Brown, who certainly has a story to tell of his Singapore experience, and the proposed book by Fred Bate, long NBC correspondent in London.

Also proposed for early publication is *The Face of the War*, by Sam Cuff, NBC radio recording commentator, which will give an explanation of the progress of aggression, 1931-42, and a key to the strategy of World War II; this will be based on his NBC program of the same name, heard over 60 radio stations.

Some idea of the strength of the countries which oppose us is given in the new book *Time Runs Out*, a report written by the last American permitted in and out of Germany. The book carries the war action up to Hitler's declaration of war Dec. 11. Henry J. Taylor, the author, is an economist and business executive currently heard on WHN, New York, once a week.

Ways of Shortwaves

The importance of shortwave radio in the war effort is described in *Radio Goes to War*, by Charles J. Rolo, an original staff member of the Princeton University Listening Center. Sea, land and air warfare can be supported by radio as the "fourth front" because it utilizes divided loyalties and doubt as a strategy of war. A warm reception has been given this book for its description of the male and female Lord Haw-Haws at work at the microphone, its story of Europe's army of bootleg listeners "who brave the death penalty to tune in to British and American stations", as well as for its final chapter which explains in crystal-

(*Continued on page 68*)

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Millions *hear* their f

Up on the nation's bookshelf goes "Thirteen by Corwin," —the ninth book recently published which took as its text the *sustaining** programs of CBS. More and more, publishers are turning to the *literature of the air* for source material. This may not be a trend. But we think it writes this story: *the literature of the air has come of age.*

Day in, day out, the air is full of "first editions" . . . printed in decibels instead of type, signed by our advertisers and ourselves.

CBS sustaining programs *alone* would fill a five-foot shelf each week. And in any one year, CBS builds for its millions of listeners a well-stocked, well-balanced library.

Columbia Broadcasting System

*The italics are ours, because the sustaining programs are ours—written and produced under the sponsorship of the Columbia Broadcasting System.

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via Columbia

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Author-Broadcasters

ROBERT ST. JOHN

NBC commentator from London reports over WEAF and nation-wide hook-up 7:15 P.M. Monday through Friday.

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●

ILKA CHASE

heard every Saturday at 12:30 P.M. on WEAF and nation-wide hook-up in "A Luncheon Date with Ilka Chase."

You'll enjoy **PAST IMPERFECT** ($2), the hilarious coast-to-coast best-seller that scalps the big-wigs of radio, stage and screen. This sparkling record of the indiscretions of a lady of wit and opinion has been called "as gay and effervescent as we are likely to have offered us for some time to come."—Chicago *Sun.* FRED ALLEN says: "I had to read it in dribs and dribs. I can't say dribs and drabs because there are no drab episodes among her memoir escapades."

●

HENRY J. TAYLOR

Heard over WHN on Wednesdays at 10 P.M. and Saturdays at 9:15 P.M.

Successful businessman, top-flight economist, and ace correspondent, Henry J. Taylor has been for 20 years a first-hand student of Europe. In **TIME RUNS OUT** ($3) he tells why the United Nations must act now, not later—why the precious time in which to smash Hitler is fast running out.

"It is direct, vital and convincing. And the writer's breadth of spirit is as admirable as his sincerity and courage."—*N. Y. Times Book Review.*

These best-sellers are in stock at your favorite book shop.

DOUBLEDAY, DORAN

(Continued from page 65)

clear fashion the physics of short-wave transmission.

The story of what the FCC and the Defense Communications Board are doing to protect radio, nerve center of the war effort, is told by a group of writers including William Dow Boutwell, radio chief of the U. S. Office of Education, and Pauline Frederick, assistant to NBC's Washington commentator, H. R. Baukhage, in the book *America Prepares for Tomorrow: The Story of Our Total Defense Effort*, published last year by Harper & Bros.

One of the complete histories of radio is the new volume *Sound & Fury*, modestly subtitled *An Informal History of Broadcasting*, written by Francis J. Chase. His claim is that radio is "still in swaddling clothes compared with the theatre, the nwespaper, and even the motion picture, but its growth to maturity has been so rapid that today it touches intimately and helps to mold the lives of more Americans than the theatre, the newspaper, and the motion picture combined."

Schechter's Two Books

A history of one phase of radio is presented in *I Live on Air*, the recent volume by A. A. Schechter, director of news and special events for NBC, which serves to prove that luck, steady nerves, a news sense, a great deal of wire, and especially speed are required to bring to the radio audience spot news from Egyptian pyramids, singing mice, a Hindenburg disaster, a four-country roundup, or a flood. Mr. Schechter several years ago also authored a juvenile fiction volume with a radio hero, *Go Ahead Garrison.*

The director of the Radio Arts Guild of America, Robert West, has a new volume of anecdotal history mysteriously called *The Rape of Radio* of interest to a fairly general audience.

Projected at this time is a series of books on the outlook for various phases of the industry, introduced by the volume, *Who, What, Why Is Radio?*, by Robert J. Landry, radio editor of *Variety*. It enhances the discussion of sponsors and pressure groups, the responsibility of the broadcaster and of the regulators.

In the field of research is a series inaugurated by Paul Lazarsfeld, of Columbia, and Frank Stanton, of CBS, *Radio Research, 1941*, which began as a supplement to Dr. Lazarsfeld's previous book *Radio and the Printed Page* and developed into this report of six studies, three concerned with radio programs and three with listeners. These books of self-appraisal, measurement and inquiry will be referred to again and again by students of radio.

Ilka and Clifton

New evidence of the popularity of radio personalities is seen in the best-selling editions by Ilka Chase, hostess of NBC's Saturday noonday show, *A Luncheon Date With Ilka Chase*, and Clifton Fadiman, long m.c. of *Information Please.* In *Past Imperfect* Miss Chase chatters along, spattering acid and her particular sophisticated brand of philosophy. Whether discussing the mores of Hollywood or the re-hemming of her wedding dress, Miss Chase is true to her Saturday noon personality. Mr. Fadiman gathered his favorite stories and excerpts from books for publication in *Reading I've Liked.*

Mary Margaret McBride and Ted Malone revisit the homes of their many listeners via the printed page. Miss McBride's *America for Me* contributes to the body of literature on American traditions by telling inspirational stories of interesting people in American life. Stories of his visits to the homes of famous American authors fill Mr. Malone's *American Pilgrimage.* The outstanding broadcasts on Ambrose Bierce, Herman Melville and Mark Twain are here given the permanence they deserve, along with additional valuable biographical material.

James F. Waters' projected volume which will probably become a best seller, although possibly a surreptitious one: Modern Age is producing a volume listing the missing heirs so much the concern of Mr. Waters on his program, *The Court of Missing Heirs.*

Corwin and Oboler

Robert Frost says that "the finest thing that you can do for a poem is to print it"; similarly, the finest thing that you can do for an outstanding dramatic script which has benefited by the vitalizing of a successful radio production is to make a permanent printing of it, for at least three reasons: It is a contribution to today's letters, it serves a purpose with experimental groups and it defeats the ephemeral quality of radio.

Norman Corwin's book *Thirteen by Corwin* has been hailed by Carl Van Doren as "the richest contribution yet made to the newest form of literature." The plays, says Mr. Van Doren, should be read, if that is possible, with the ear as attentive as the eye.

Mr. Corwin's script *We Hold These Truths*, written to commemorate the Bill of Rights and broadcast on all networks last Dec. 15, will soon be put in book form. It won him a 1941 Peabody Award.

Contributing not only to literature but to the unifying of our country today are the volume by Arch Oboler, *This Freedom*, a collection of the transcripts of his programs, and *The Free Company Presents*, compiled by James Boyd.

Two annual volumes of selected scripts have appeared which are being widely used by students of writing for radio. In *The Writer's Radio Theatre, 1940-41*, Norman S. Weiser presents 10 outstanding dramatic scripts and a discussion of the techniques which have proved most successful in such broadcasts. Whittlesey House is planning to

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"THE FACE OF THE WAR"

This is the 5-minute NBC Recorded Program of war news analysis from which the name of Sam Cuff's new book was taken. It's the program that 61 *stations* have sold profitably to

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"THE FACE OF THE WAR" is *immediately* available in many markets. Contracts are for 3 programs a week, 13 *or more* weeks—at rates surprisingly low. Write for presentation, audition records, and rates.

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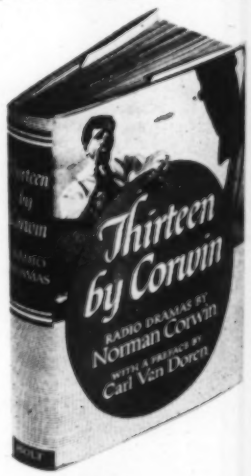

1st PRINTING, January, 1942
2nd PRINTING March, 1942
3RD PRINTING April, 1942

Thirteen by CORWIN

Radio Dramas by NORMAN CORWIN
Introduction by Carl Van Doren

$2.75

Henry Holt and Company : 257 4th Ave., N.Y.

Radio Plays in book form by

ARCH OBOLER

14 RADIO PLAYS

→ The complete text of 14 plays by radio's foremost dramatist. With an essay, *The Art of Radio Writing*, by *Oboler*, and forewords by *Lewis H Titterton* and *Irving Stone*. *Fifth Printing*. $2.00

THIS FREEDOM

→ Thirteen new radio plays, with notes on action and production by the author, and suggestions to aspiring radio actors, actresses and directors. With a foreword by *Robert J. Landry*, radio editor of *Variety*. $2.00

Invitation to Learning

→ The significance of 27 great books and their authors . . . based on the Columbia Broadcasting System's radio program. By *Huntington Cairns*, *Allen Tate* and *Mark Van Doren*. $3.00

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produce a third annual collection of Max Wylie's *Best Broadcasts* which include the best example in each category of radio programs.

Career Tips

The radio executive who is approached daily by young people who want to get into the radio business will be relieved to find that there are several good new books on the subject which will assist the career hunter.

Robert DeHaven, production manager and program director of WTCN, Minneapolis, and Harold S. Kahm, associate editor of *Radio Showmanship*, have collaborated on the volume *How to Break Into Radio* with just that problem in mind.

Conrad Rice, program director of WEMP, Milwaukee, has a fictionalized answer to the problem in his book for 'teen-age boys titled *Your Career in Radio*. The vocational question of radio as an engineering career is dealt with in *Radio as a Career* by Julius L. Hornung.

Many technical books are scheduled for publication in revised editions. *Radio Engineering Handbook* by Keith Henney, editor of *Electronics*, reissued in April in its third edition, deals with 22 subjects ranging from fundamentals to specialized applications, each prepared by an expert in the field. H. K. Morgan's *Aircraft Radio and Electrical Equipment* has also been revised recently.

In line with the nation's program of conserving present equipment is *Modern Radio Servicing* by Ghirardi, a revision of the 1936 volume, which should assist the service men in keeping the existing radio sets of the country in good working order for a long time.

The Visual Side

The specialist in television engineering will welcome the practical discussion of fundamental television principles presented in the new book, *Television, Electronics of Image Transmission*, by V. K. Zworykin and G. A. Morton of RCA Mfg. Co.

Dedicated to the radio servicemen who must execute the changeover is *An Introduction to Frequency Modulation* by John F. Rider. Its six chapters include the explanation of FM at the transmitter and as well as at the receiver and conclude, with a section on servicing FM receivers. No further new books in these fields are planned, due to the restrictions placed on radio and television manufacture.

The field of radio education is served by several new books dealing with utilization of radio in the classroom, training in radio program production and radio law. A new and revised edition of the successful *Handbook of Broadcasting* by Waldo Abbot, director of broadcasting service and associate professor of speech at the U of Michigan, has just appeared, presenting instructive material on all phases of planning, writing, production and performance of radio programs.

The Federal Radio Education Committee has produced its new volume, *Radio in Education*, and has other material ready for publication.

Jeanette Sayre's book, *An Analysis of the Radio Broadcasting Activities of Federal Agencies*, published as the third report in Studies in the Control of Radio by the Harvard Radio Broadcasting Research Project, deals with one of the most rapidly expanding fields, use of radio by Government agencies.

DANKER IS NAMED TO ADVISORY BOARD

FOLLOWING the appointment last week of Nat Wolff as head liaison officer of the Radio Division of the Office of Facts & Figures to coordinate governmental radio in Hollywood, William B. Lewis, assistant director of OFF and chief of its radio division, announced appointment of Daniel Danker, Hollywood vice-president of J. Walter Thompson Co., to act as chairman of Mr. Wolff's advisory council. Mr. Wolff was in Washington the week of April 27, but is now back in Hollywood. He and Mr. Danker will set up the council shortly.

Mr. Danker

Mr. Wolff has resigned as vice-president of A. & S. Lyons Inc., leading talent agency, to take the OFF job. He will be responsible in Hollywood for all OFF radio contacts and in that capacity will counsel with West Coast radio officials on their war efforts. A veteran of the radio field, Mr. Wolff started in radio in 1928 as head of the artists service and program director of WGR-WKBW, Buffalo. In 1930 he went to New York to become vice-president of Rocke Productions; in 1935 to Hollywood as writer and producer of programs, forming the radio department of H. N. Swanson Inc. Then he became radio director for Myron Selznick Co. Inc., remaining with that agency until 1940 when he formed his own agency, Nat Wolff Inc.

Poor Richard Nominees Include Schauble, Clipp

PETER L. SCHAUBLE, vice-president of the Bell Telephone Co. of Pennsylvania, has been nominated for the presidency of the Poor Richard Club, Philadelphia advertising club. Other officers and directors nominated include Graham Patterson, *Farm-Journal*, vice-president; Win Challenger, N. W. Ayer & Son, secretary; George Lettworth, treasurer; Franklin Cawl, *Farm-Journal*, assistant secretary.

Three directors nominated include Charles Eyles, president of Richard A. Foley Agency; Jack King, International Printing Ink Co.; Roger W. Clipp, vice-president and general manager of WFIL. Election of officers and members will be held May 18. Raymond Gram Swing, Mutual commentator, received the Poor Richard Award of Merit at the club luncheon May 5.

The Fabulous Story of Broadcasting

—all of which you've seen, and part of which you were

By

FRANCIS CHASE, Jr.

HERE at last is the complete story of the industry (or art, if you will) of which you are a part. In its twenty-odd years (and you in the industry know which "odd" we mean) radio has developed hundreds of colorful personalities and a history full of amazing, amusing, and significant goings-on. Mr. Chase presents an informal and delightfully entertaining picture of the whole industry, making the most of the bizarre and fantastic elements with which it abounds.

Fred Allen recommends "Sound and Fury" as:

"An entertaining diary of radio from Marconi up to Jack Benny. It is the most comprehensive analysis of radio, as an industry, that I have come upon. Mr. Chase is the first man to hold radio up to the light where everyone can get a good look at it."

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Please send me SOUND AND FURY by Francis Chase. In 5 days I will promptly remit $3.00, plus a few cents for postage, or return the book.

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Today, more than ever, you cannot afford to do without NBC THESAURUS. Investigate!

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—as seen by Sam Cuff
Keen, timely, penetrating analysis of the stories behind war headlines.

Getting the Most Out of Life Today
—with Dr. William L. Stidger
Forceful, down-to-earth philosophy every man and woman can understand and enjoy.

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Bright, gay boy-and-girl songs and banter with interludes featuring "Nellie the Novachord."

Who's News
Revealing, informal 5-minute chats with America's headline personalities.

Hollywood Headliners
—with Stella Unger
Real life stories about Hollywood Stars whose names twinkle on movie marquees.

Five Minute Mysteries
Thrilling dramatic mystery stories complete in each five-minute episode.

NEW **Flying For Freedom**
—authentic drama-packed story of the exploits of the Royal Canadian Air Force.

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MARTIN CODEL, Publisher
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Published Weekly by
BROADCASTING PUBLICATIONS, Inc.

Executive, Editorial And Advertising Offices
National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager • BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor • MAURY LONG, Advertising Manager
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WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
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This Is Radio's War

RADIO GOES to its first wartime convention.

There is plenty of Army brass and Navy braid in evidence at the Statler in Cleveland as the 20th Annual NAB Convention gets under way. A year ago, in St. Louis, there were military titles too, but no uniforms. That was before Pearl Harbor.

Uniformed or not, broadcasting is mobilized for the duration. Every station, every man who appears before the mike or who handles air copy, is enlisted. His is a responsibility entrusted only to a select few in this nation of 130,000,000. He maintains a direct link with the people as a deputy of Government—a human, swift, intimate contact.

Such Federal war agency leaders as McNutt, MacLeish, Price and Lewis, and such military and naval figures as Surles, Hepburn, Hershey, Beaumont-Nesbitt and Lovette, will address the convention. That is indicative of the esteem in which broadcasting is held in the war effort.

There are problems of Government, economic along with military, that are vital to every broadcaster. The answers, to the limit to which they can be given under the imponderables of war, will be supplied by the spokesmen for Uncle Sam delegated to consult with the industry. Every broadcaster who has any doubts about Government policy—on censorship, Government programming, equipment shortage, selective service inroads, interceptor command disagreements, or whatnot—should be prepared to submit his questions. That's why these important personages have taken time out from Washington's seething war activity to attend the convention.

Behind these Government headliners, there are other jobs to be handled at Cleveland. War has tended to throw the economics of the industry somewhat out of kilter. Price ceilings and commodity rationing will disturb the sales balance. Taxes, present and impending, will increase the overhead spiral. All these require intensive scrutiny and such action as may be possible now. Musicians, copyright and a dozen other perennials must be coped with and sifted. The war hasn't stopped the regulatory pressures either.

Then there's industry politics. No one in radio can ever forget the nightmare of St. Louis a year ago. We hope that FCC Chairman James Lawrence Fly's "dead mackerel" of unpleasant memory is buried for good. A repetition or revival of that episode is unlikely inasmuch as Mr. Fly will not be a convention speaker and apparently will not be in Cleveland.

There has been dissatisfaction expressed over the conduct of the industry's affairs by the NAB. There has been an outcropping of other industry groups as a direct result. There are those who charge that any broad reorganization would be a showing of weakness and of subservience to Chairman Fly, who is unrelenting in his opposition to the present structure.

As in the past, there is the clarion call for a "united front." There can be no doubt that teamwork was never needed more than now.

Whatever is done should be accomplished by the broadcasters themselves. There should be no outside influences, from Government or from any other source. The questions of reorganization, of network membership, of personnel, should be met calmly, dispassionately and objectively. Family quarrels should be kept in the family.

There is only one basic issue: How can radio best perform its function in winning the war? If that thought is kept ever-present, solution of the purely intra-industry problems will tion of intra-industry problems will be simple.

WITH this issue, BROADCASTING *adverts to white cover stock. The grey cover which has adorned your trade journal since the beginning of 1937 is a casualty of the war. We hope you like the change.*

All Together

COHESION—and lots of it—dominates a collection of advertising industry views appearing on another page of this issue. The views are representative of networks, advertisers, agencies, audience analysts.

It is a cohesion arising from the mutual appreciation of the fact that all branches of American business and industry must devote themselves to the war-winning job. In advertising, the need for unity is keenly appreciated. The industry is far along in its conversion to wartime economy and its joint effort to mold the public into a fighting machine.

As to the future, these key figures refuse to be drawn into the oracle role. But they express confidence that broadcast advertising will meet its problems as they arise. Anyone who reviews broadcasting's adjustment to the role of wartime news dispenser and public servant will share their belief that future adjustments will be made with equal ease.

The Rush Study

SINCE THAT eventful day a year ago when the FCC smuggled the so-called chain-monopoly report out of its star chamber, there have been repercussions in the courts, in Congress, in the FCC and in the industry. Regulations that were to have become effective in August 1941 have been revised, re-revised and postponed a half-dozen times.

But during this protracted legal, legislative, regulatory and intra-industry tumult there hasn't been any unbiased, outside appraisal—until now. In this issue appears an analysis of the whole issue by Richard H. Rush, young Harvard economist. It is based on a year's work, made possible through the grant of a Littauer Fellowship by the Harvard Graduate School of Public Administration. He was awarded his doctorate last week.

Mr. Rush's findings are of interest to everyone in broadcasting. His study was objective. He embarked upon it with no preconceived notions. He arrived at his conclusions independently. His academic background and business experience (including two years as marketing analyst for Tide Water Associated Oil) equipped him well for the undertaking.

From the very outset, we have contended that the FCC majority far exceeded its authority in delving into purely business aspects of broadcasting. We have argued that the majority, in effect, tossed its investigation record overboard, and arrived at conclusions best suited to its ends through the selection of an isolated phrase here and a sentence there, plucked from a million-word record.

In an entirely different, and far more scientific and erudite fashion, Mr. Rush arrives at virtually the same conclusion. His is not a diatribe against the FCC, but rather a calculating vivisection which leads him to the conclusion that the FCC majority acted capriciously. But beyond that, he finds that matters which must be investigated to arrive at a conclusion as to whether there should be more or less networks, more or less regulation of them, and more or less network programs, are outside the FCC's jurisdiction.

Our contention consistently has been that it is up to Congress to chart the course of its creature, the FCC. Mr. Rush's conclusion, reached by the application of recognized principles of government and economics, is "for Congress to outline a policy for the regulation of network broadcasting".

Significantly, Mr. Rush holds that to call the FCC's report a "monopoly report" is a misnomer. All of the theory of monopoly and competition is concerned with price, he emphasizes. The majority's report, he finds, makes no mention of price, no attempt to determine what the cost of network broadcasting is, or even who pays the cost of network broadcasting.

Mr. Rush's analysis is timely. Hearings are in progress before the House Interstate & Foreign Commerce Committee on new legislation to govern the FCC. The so-called monopoly regulations, among other of the FCC's "power grab" edicts, provoked these hearings. The network rules themselves are in litigation before the Supreme Court, but only on the question of jurisdiction, at this time, of a lower tribunal.

The committee, it seems to us, might well acquaint itself with Mr. Rush's findings.

We Pay Our Respects To —

ARCHIBALD MacLEISH

ARCHIBALD MacLEISH has the difficult job of helping Americans tell themselves the truth. As director of the Office of Facts & Figures, overall information agency in Washing, MacLeish has an assignment made complicated by wartime secrecy, by the human tendency to repeat rumors and gossip, by the immensity of our war effort, and by an unscrupulous enemy propoganda machine. Some of his knowledge he is expected to impart to NAB conventioneers, for he is a principal speaker on the Cleveland program.

Last year OFF was a tiny bureau hidden away in a converted apartment house, part of the Office of Civilian Defense. As the defense effort speeded up, the public demanded a clearer idea of what the Government was doing, and why.

Last October, the President set up the Office of Facts & Figures as an independent agency. Its assignment was to work out "the most coherent and comprehensive presentation to the nation of the facts and figures of national defense." It was instructed to consult with the already existing Government information agencies, coordinate their work, and see that the public got a well-rounded picture of America's defense drive.

MacLeish was appointed director. He had achieved fame before this as a poet, as Librarian of Congress and as a top-flight journalist.

Radio men know that he knows radio—for he showed America the limitless possibilities of radio as a new medium for creative expression. His stirring *Fall of the City* was broadcast by CBS April 11, 1937, and on Oct. 27, 1938 CBS produced his *Air Raid*.

Here was one of the country's greatest living poets setting the airwaves pulsing with a new kind of poetry for a new streamlined age. MacLeish, incidentally, thinks the radio announcer has a dramatic function akin to the role of the ancient Greek chorus.

Forty-four days after MacLeish was appointed OFF's director, the Japanese bombed Pearl Harbor. Overnight a defense effort changed to a war effort. OFF shot up in importance, took on the vital job of pulling together all the activities bearing on the catch-all term "morale".

It became the clearing-house for all Governmental broadcasts, with William B. Lewis, ex-CBS program vice-president, as coordinator. It clears all public speeches by top Government officials. It serves as the funnel for all posters issued by Federal agencies. It summarizes the war effort, as in its pamphlet *Report to the Nation*, and in its four-network radio series *This Is War*. It exposes Axis propaganda, as in its striking new booklet *Divide & Conquer*. It checks on the state of public opinion to guide the Government on what the public doesn't know about the war effort.

Archibald MacLeish, who directs this work, was born May 7, 1892, in Glencoe, Ill., "in a wooden chateau overlooking from a clay bluff and a grove of oak trees, the waters of Lake Michigan." His father was a Scotsman who came to Chicago from Glasgow, a respected merchant and philanthropist. His mother, "intelligent and energetic and tireless and virtuous", was a school teacher and a college president.

MacLeish went to Yale, class of 1915. He played football and he was on the swimming team; he was chairman of the Literary Magazine and he made Phi Beta Kappa. His class book reported that "MacLeish expects to take up the study of literature." Instead he went to Harvard Law School, topping his class for "scholarship, conduct and character".

He married Ada Hitchcock, a singer and talented musician, and to them a son was born early in 1917. Later that year, MacLeish went to France with an American hospital unit, shifted to the more dangerous Field Artillery "out of shame", fought at the front north of Meaux, came home a captain.

Then he taught law for a year at Harvard, practiced law in Boston for three more years. He did pretty well, but he couldn't get enough time to write. So he threw up his job, and went back to poetry. Best known are his *Streets in the Moon* (1926). *Nobodaddy* (1926), *The Hamlet of A. MacLeish* (1928), *Conquistador* (1932), *Frescoes for Mr. Rockefeller's City* (1933), *Panic* (1935), *Public Speech* (1936). His poetry improved greatly as it went along, until finally *Conquistador* won the Pulit-

(*Continued on page 88*)

Personal NOTES

C. L. MENSER, national program manager of NBC, and Irene Sexton, of New York, were married in New York May 2. The bride is a graduate of Barnard College and is office manager for a New York camera supply company.

RUSKIN STONE, member of sales department of WSPD, Toledo, has had his oil portrait of J. Harold Ryan accepted for display in the annual exhibition of work of Toledo artists at the Toledo Museum of Art.

MORRIS (Steve) MUDGE of the MBS eastern sales staff, is temporarily replacing Ade Hult, Mutual's western sales manager in the Chicago office. Mr. Hult is recovering from a serious illness in Henrotin Hospital, Chicago.

DON BILLINGS has resigned from KYA, San Francisco, as account executive on May 1 and left for Washington to engage in Government work.

LEO O. RICKETTS, sales manager of KFBK, Sacramento, Cal., is the father of a baby girl born April 26.

ORVILLE SHUGG, supervisor of Canadian Broadcasting Corp. farm broadcasts at Toronto, is making a tour of Western Canadian stations carrying CBC farm broadcasts, and will attend the National Farm Radio Forum meeting at Winnipeg, May 25-27.

WILLIAM F. MAAG Jr., owner of WFMJ, Youngstown, O., has been named general chairman of the Community and War Chest campaign of Youngstown and Mahoning County.

MIKE LAYMAN, manager of WSAZ, Huntington, W. Va., has joined the Navy as a yeoman, third class. John L. Henry, advertising manager, will serve as acting station manager.

JAMES L. HOWE, of WBTM, Danville, Va., recently was elected state president of the junior chamber of commerce at its annual convention in Roanoke.

FRANCIS C. BARTON Jr., manager of the program service division of CBS, has succeeded Joseph H. Burgess Jr. as personnel manager of CBS.

TOM FRY, of the BLUE sales staff, is the father of a baby girl born April 30. Bob Eastman, of the BLUE spot sales staff, is the father of a boy.

JOHN AUSTIN DRISCOLL, for seven years general manager and commercial manager of KRKD, Los Angeles, resigned that post in late April because of ill health, and has moved to Chicago. Although no successor has been announced, it is expected Ned Connor, appointed commercial manager, will supervise other activities. He has been with KRKD for 13 years as account executive.

BURRIDGE D. BUTLER, president of WLS, Chicago, and operator of KOY, Phoenix, and KTUC, Tucson, has returned to Chicago office after spending the winter in Arizona.

VINCENT F. CALLAHAN, director of press and radio of the war savings staff, Treasury Dept., has been appointed a colonel aide-de-camp on the staff of Gov. John E. Miles, of New Mexico, in recognition of the publicity campaign he directed in that State.

MALCOLM NEILL, assistant station relations supervisor of the Canadian Broadcasting Corp. at Toronto, and son of Stewart Neill, owner of CFNB, Fredericton, N. B., on May 2 became the father of a son.

R. SANFORD GUYER, sales manager of WBTM, Danville, Va., is the father of a baby girl, Sandra Jean, Edward S. Gardner, formerly in the tobacco business, has joined the WBTM sales staff.

RALPH HATCHER, formerly in the sales promotion department of WTAR, Norfolk, has left to join the Army and has been replaced by Shirley Enright. Ken Given, formerly of WCHS, Charleston, W. Va., and Frank Warrington and Hal Barton, of WARM, Scranton, have joined the WTAR announcing staff.

WAYNE RICHARDS former assistant promotion director of KSL, Salt Lake City, was recently promoted to a captaincy in the Army Air Force, stationed at Mather Field, Cal.

LT. HARRY MILLER, formerly of the Lou Cowan publicity organization; Lt. Thomas A. Denton, account executive of H. W. Kastor & Sons; Ensign Richard Belt, formerly of the program department of WHIO, Dayton, have recently been assigned as Navy public relations men in the Chicago radio section.

JOHN DOUD, former assistant tariff manager of CBS, is now administrator of tariff facilities at the Office of the Coordinator of Information.

BOB BURN, who recently served four years in the Navy and was a member of the all-fleet football and baseball teams, has joined WWRL, New York, as salesman.

HAROLD W. WILSON, manager of WWPG, Lake Worth, Fla., has resigned and the management has been taken over by Charles E. Davis, chief owner.

Cairns Heads CFAC

BERT CAIRNS has been appointed manager of CFAC, Calgary, succeeding Victor F. Neilsen. Cairns has been in Calgary since last November on sales promotional work for All-Canada Radio Facilities and Taylor-Pearson & Carson, coming from A. McKim Ltd., Toronto, where he had been that agency's radio director since May, 1940. Prior to joining A. McKim he had been with the Toronto sales office of All-Canada for three years, coming from western Canada when that organization opened its eastern Canadian office. He has served with a number of stations in Edmonton, last on CJCA, before coming east with All-Canada. Neilsen, before becoming manager of CFAC, had been general manager for both CJRC, Winnipeg, and CJRM, Regina, since September 1939 and before that had managed CFCF, Montreal.

BEHIND the MIKE

JOHN F. BECKER, formerly writer and director of the Yankee Colonial Network, Boston, has joined the CBS production department as assistant director.

FRED MILLIES, formerly of WTMJ, Milwaukee, is stationed at the Great Lakes naval reservation where he is associated with the band office.

EILEEN WHEATLEY, receptionist of KFAC, Los Angeles, has been appointed publicity director, succeeding Edith Reback, resigned.

ALBERT P. McDOWELL, new to radio, and George Brownbeck, formerly of the Norristown, Pa., radio police, have joined the announcing staff of WIBG, Philadelphia.

BILL IRWIN, radio editor of the *Chicago Times*, has been called to Army service.

FRANK BLATTER, sound effects engineer of NBC-Chicago for seven years, has resigned to join the Chicago staff of WPB.

NEIL HARVEY, formerly of WCAU and WPEN, Philadelphia, has joined the announcing staff of W53PH, WFIL's FM station in Philadelphia. He replaces Gene Rubessa, who has moved to the announcing staff of WFIL.

BOB KNOX, announcer of WRAU, Reading, Pa., and Linda Darling, who formerly sang on Philadelphia stations, were married May 2.

GEORGE MARLO, head of the professional department of BMI, is resigning at the expiration of his contract this month to enter the service. No successor will be named, and BMI will continue its professional activities with members of its present staff.

JACQUELINE JONES has joined the announcing staff of WBTM, Danville, Va., as the station's first woman announcer.

BETTYANNE ROSS has joined the staff of WEEI, Boston, in the general service department.

KEN BURKHARD of KRE, Berkeley, Cal., is the father of a boy, his third child.

ERNEST JOHN GILL, for 10 years a music conductor at NBC San Francisco, has been named musical director of KQW, San Jose.

TRO HARPER, formerly of KSFO and KPO, San Francisco, is now with NBC in New York.

MARY DORR, commentator of KLS, Oakland, Cal., has gone to Washington to join her husband, an ensign in the Navy.

TOM HOTCHKISS, announcer, formerly of Tucson, has joined KROW, Oakland, Cal.

BOB GOODMAN, formerly of KROW, Oakland, has joined KGEI, San Francisco, as news editor and announcer.

J. CLINTON STANLEY, producer of BLUE, Chicago, has been appointed assistant production manager of the BLUE Central Division.

DON A. WEITENDORF, formerly of WOMT, Manitowoc, Wis., has joined the announcing staff of WTAQ, Green Bay, Wis.

LESTER O'KEEFE, producer of dramatic shows on NBC, has been appointed assistant eastern production manager of NBC. He will have charge of all dramatic shows.

HANG UP YOUR HAT,
Come on in. You'll find that in Cleveland
WHK+WCLE=WELCOME.
We'll be happy to greet you and extend some real old fashioned Midwestern hospitality
WHK
WCLE
CLEVELAND, OHIO

Capt. Robinson to CHNS

CAPT. BURTON ROBINSON, recently retired from active service with the 3d Canadian Division with which he had served for two years, has been appointed special events producer of CHNS, Halifax, N. S. A native Nova Scotian and a former newspaperman, he originally served on the staff of the Canadian Broadcasting Corp. in Halifax as a producer, and was with CBC in Winnipeg when he joined the Canadian Army at the outbreak of war. A recent serious illness led to his retirement as unfit for active service.

EARLE FERRIS, president of Radio Feature Service, New York, who has been handling radio publicity for radio programs of the Treasury as a dollar-a-year man, has been appointed a consulting expert to the Department's War Savings Staff.

DALE CARTER, former Broadway actress, has returned to the announcing and continuity staffs of WBTM, Danville, Va.

LEW ROGERS, formerly of the announcing staff of WIBG, Philadelphia, is now engaged in defense work in Newfoundland.

JOE McCAULEY, fromerly of WHAT, Philadelphia, has joined the announcing staff of W49PH, WIP's new FM station in Philadelphia.

ROY NEAL, announcer of WIBG, Glenside, Pa., is the father of a daughter born April 27.

JACK HORNER has returned to the sports staff of KILO, Grand Forks, N. D., and will do all home and wire broadcasts of Chiefs baseball games sponsored by General Mills (Wheaties) and Cities Service Oil Co.

MARIAN EDWARDS, formerly freelance writer of Spokane and Portland, has joined KROW, Oakland, Cal., as continuity writer.

JEAN MAXFIELD, formerly of FM educational station KALW, San Francisco, has been named traffic manager of KROW, Oakland, Cal.

BERNARD MULLIN has been named chief announcer of WTIC, Hartford, succeeding Phil Becker, now in the Army.

DAN SEYFORTH, former production director of KWK, St. Louis, has been appointed clearance officer at Kratz Field, St. Louis, under the CAA.

THAINE ENGEL, who left WBAP-KGKO, Dallas-Forth Worth, in April, 1941, to join the Army, as a private has been commissioned as a first lieutenant in the Signal Corps.

BARRY SHERMAN, former announcer and program director of WFIG, Sumter, S. C., has joined the announcing staff of WBRE, Wilkes-Barre, Pa.

DAVID M. SEGAL, new to radio, has joined KCRJ, Jerome, Ariz., as announcer.

BOB LYLE, sports announcer of KMOX, St. Louis, is father of a baby boy. John Scott, KMOX announcer, joined WBBM, Chicago, where he will announce under his real name of John Dunham.

JACK PEYSER formerly of WLW, Cincinnati, KMOX, St. Louis, and WHAS, Louisville, has joined the announcing staff of WHIO Dayton.

FRED BENNETT, announcer of WCKY, Cincinnati, is now partner of Al Bland on *Blandwagon*, succeeding Bernard Johnson, transferred to afternoon programs.

SETH DENNIS of the BLUE promotion department, has resigned to join the Army, and is temporarily stationed at Fort Dix.

LEO BOLLEY, sportscaster of WFBL, Syracuse, was honored by the station's staff with a farewell party before he left to become a first lieutenant in the Army Air Force.

LESTER GOTTLIEB, publicity director of MBS, is taking his annual tour of eastern and midwestern cities to visit Mutual affiliated stations and radio editors.

NORMA FLETCHER, formerly recorded music librarian of KFOX, Long Beach, Cal., has joined Smith & Bull Adv., Los Angeles, as office manager.

RUTH SWINNEY, on the Arizona Network traffic department staff and stationed at KOY, Phoenix, has announced her engagement to Ed Berridge of that city.

WENDEL NOBLE, announcer-singer of KOY, Phoenix, and Gwenevere Gibson of that city, were married in Mesa, Ariz., April 27.

LEO MANN, of the program department of WELI, New Haven, has joined the Navy.

FRANK EVERETT, announcer and continuity writer of WCBI, Columbus, Miss., is to be inducted into the Army May 11.

BUCK HINMAN, student of Mississippi State College, has been named manager of the newly-opened remote studios in Starkville, Miss., of WCBI, Columbus, Miss.

ERNEST WERNER, former head of market research and catalogue division of Columbia Recording Corp., Bridgeport, Conn., has joined Muzak Transcriptions, New York.

HOWARD SMITH, formerly of KLX, Oakland, has joined the Navy.

KSL Staff Changes

WARTIME demands on trained personnel have resulted in the following staff changes and appointments at KSL, Salt Lake City: Ralph W. Hardy, sales staff, named traffic manager; Foster Cope, formerly of NBC, San Francisco, musical director, replacing Reid Turner who joined Jerry Jones' orchestra; Helen Ann Young, in charge of music and transcription libraries; Melvin B. Wright, former studio supervisor, now studio engineer; Victor Bell, former assistant promotion director, now producer and program consultant as well as part-time announcer; Ray Sentker, formerly news editor, now assistant promotion director; Elaine Braby, formerly of the Ad-Craftsman Agency, Salt Lake City, continuity writer and secretary to production manager, Glenn Shaw.

Wallace Promoted

WILLIAM L. WALLACE, former account executive of WLOL, Minneapolis, and national sales and promotion manager of WFBB, Great Falls, Mont., has been appointed general sales and merchandising manager of the North Central Broadcasting System with headquarters in the Commodore Hotel, St. Paul.

Vinton Enters Race

ARTHUR R. VINTON, radio and screen star, a member of Actors Equity and AFRA, and a dairy farmer in New Windsor, Orange County, New York, has announced his candidacy for the Democratic nomination for Representative in the 26th Congressional District. Mr. Vinton is currently part of the cast of *The Shadow*, MBS; *Gang Busters*, the BLUE; *Mr. District Attorney*, NBC.

Here's a Man Who Knows His Groceries!

George W. King, Executive Secretary of the West Virginia Association of Retail Grocers for the past five years and president of the George W. King Grocery Co. in Charleston, says: *"I probably know more grocers personally than any man in West Virginia. And that's not an exaggerated statement because it's my job to know grocers. On my visits to various grocer association group meetings the subject of radio advertising has frequently arisen. Each discussion ends with the same conclusion — ONLY WCHS has the influence that brings in the customers!"*

Believe it or not, the West Virginia Association of Retail Grocers, founded in 1933, is the fourth largest independent grocers' organization in the United States. It is composed of 29 county units, each planned with the specific idea of bringing grocers together in meetings at least once each month for discussions of problems relating to the food industry.

In addition to these monthly county meetings, there is a state convention each year. This year's convention, to be held in Wheeling in October, will be of special significance because of the many industry problems presented by the war.

Mr. King edits The West Virginia Merchant, the organization's trade paper, which appears twice monthly.

A Word About MERCHANDISING

Although we have a well organized merchandising department we have no set merchandising policy because each campaign calls for different treatment. Maybe your campaign needs car cards, maybe it needs trade paper advertising, perhaps it requires personal dealer calls or it may need something else again. In any event, we discuss it together, plan it intelligently and then our merchandising department executes it. Toss us your fast ball and watch us slap out a home run!

5000 on 580

represented by THE BRANHAM COMPANY

WCHS

Charleston, West Virginia

CBS Affiliate

John A. Kennedy, President

Howard L. Chernoff, Managing Director

CENSUS OF RADIO HOMES IN MONTANA AND IDAHO

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 2,500 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940*

(Based on Bureau of the Census Data Released May 1)

MONTANA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Beaverhead	2,321	75.9	1,763	1,003	83.2	834	524	74.6	391	794	67.7	538
Big Horn	2,516	79.4	1,999	....	....	....	1,197	78.5	940	1,319	80.3	1,059
Blaine	2,443	78.5	1,916	....	....	....	1,264	81.0	1,024	1,179	75.6	892
Broadwater	958	77.6	744	....	....	....	605	79.7	482	353	74.2	262
Carbon	3,303	82.8	2,737	923	86.9	802	1,051	83.7	880	1,329	79.4	1,055
Carter	910	77.9	709	....	....	....	243	75.1	183	667	78.9	526
Cascade	12,442	90.6	11,270	9,125	92.9	8,475	1,783	84.9	1,513	1,534	83.6	1,282
Chouteau	2,121	86.6	1,837	....	....	....	849	87.1	740	1,272	86.3	1,097
Custer	2,958	88.5	2,618	2,152	90.7	1,952	262	88.5	232	544	79.7	434
Daniels	1,172	90.1	1,056	....	....	....	523	90.3	472	649	90.0	584
Dawson	2,265	90.2	2,041	1,219	95.9	1,170	186	82.8	154	860	83.4	717
Deer Lodge	4,062	91.2	3,704	3,314	92.5	3,066	489	86.3	422	259	83.3	216
Fallon	930	88.1	819	....	....	....	476	90.7	432	454	85.3	387
Fergus	4,037	86.8	3,503	1,741	89.6	1,560	800	82.0	656	1,496	86.0	1,287
Flathead	7,111	88.6	6,296	3,359	91.0	3,057	1,726	87.8	1,515	2,026	85.1	1,724
Gallatin	5,249	86.8	4,558	2,628	88.9	2,336	1,172	82.6	1,010	1,449	83.6	1,212
Garfield	758	77.8	590	....	....	....	238	75.0	179	520	79.1	411
Glacier	2,386	75.6	1,805	739	91.7	678	1,127	70.3	792	520	64.3	335
Golden Valley	463	86.0	399	....	....	....	198	85.2	169	265	86.6	230
Granite	1,143	77.9	890	....	....	....	818	78.4	642	325	76.4	248
Hill	3,556	90.0	3,198	1,742	95.1	1,657	680	85.5	581	1,134	84.7	960
Jefferson	1,224	82.7	1,013	....	....	....	824	83.3	686	400	81.6	327
Judith Basin	1,027	87.5	899	....	....	....	433	87.9	381	594	87.2	518
Lake	3,640	83.0	3,022	....	....	....	1,810	84.3	1,527	1,830	81.7	1,495
Lewis and Clark	6,745	87.8	5,924	4,885	90.1	4,373	1,258	83.7	1,053	632	78.7	498
Liberty	647	85.3	552	....	....	....	252	87.1	220	395	84.1	332
Lincoln	2,347	79.4	1,864	....	....	....	1,629	82.4	1,343	718	72.5	521
McCone	1,004	85.2	856	....	....	....	296	82.8	245	708	86.2	611
Madison	2,136	77.6	1,657	....	....	....	1,244	82.3	1,023	892	71.1	634
Meagher	659	82.6	544	....	....	....	388	79.4	308	271	87.2	236
Mineral	727	78.3	569	....	....	....	597	79.1	472	130	74.6	97
Missoula	8,296	89.2	7,396	5,530	90.8	5,023	1,784	88.3	1,575	982	81.2	798
Musselshell	1,677	85.9	1,440	768	92.1	707	538	83.9	451	371	76.0	282
Park	3,454	87.9	3,032	1,963	92.3	1,812	691	82.7	572	800	81.0	648
Petroleum	333	77.6	259	....	....	....	162	78.8	128	171	76.5	131
Phillips	2,304	80.2	1,848	....	....	....	1,258	80.4	1,011	1,046	80.0	837
Pondera	1,794	84.2	1,511	....	....	....	883	83.1	733	911	85.4	778
Powder River	924	71.4	659	....	....	....	181	81.5	147	743	68.9	512
Powell	1,852	82.6	1,530	864	93.1	805	446	73.8	328	542	73.3	397
Prairie	647	81.0	525	....	....	....	397	81.0	322	250	81.0	203
Ravalli	3,724	81.3	3,028	....	....	....	1,786	84.4	1,507	1,938	78.5	1,521
Richland	2,625	86.2	2,264	798	91.4	730	475	85.8	407	1,352	83.4	1,127
Roosevelt	2,462	83.0	2,044	....	....	....	1,449	85.5	1,239	1,013	79.5	805
Rosebud	1,745	75.0	1,309	....	....	....	990	75.4	746	755	74.5	563
Sanders	2,065	76.3	1,575	....	....	....	1,150	77.0	885	915	75.4	690
Sheridan	2,011	85.8	1,726	....	....	....	955	87.6	837	1,056	84.2	889
Silver Bow	16,594	90.7	15,048	11,881	90.4	10,737	4,448	92.4	4,108	265	76.7	203
Stillwater	1,592	85.9	1,368	....	....	....	725	85.3	619	867	86.3	749
Sweet Grass	1,109	82.0	908	....	....	....	505	86.8	438	604	77.9	470
Teton	1,996	86.6	1,729	....	....	....	873	89.5	782	1,123	84.3	947
Toole	1,973	86.4	1,705	719	88.1	633	721	87.9	634	533	82.2	438
Treasure	395	80.6	318	....	....	....	145	82.7	120	250	79.4	198
Valley	4,096	88.2	3,611	1,077	91.5	986	1,863	87.7	1,634	1,156	85.8	991
Wheatland	911	88.1	803	....	....	....	665	89.5	595	246	84.4	208
Wibaux	564	86.9	419	....	....	....	209	85.0	178	355	88.1	313
Yellowstone	11,542	90.1	10,403	7,748	92.2	7,143	1,480	89.1	1,319	2,314	83.9	1,941
Yellowstone National Park (part)	18	100.0	18	....	....	....	16	100.0	16	2	100.0	2
State Total	159,963	86.2	137,900	64,148	91.3	58,536	49,737	84.4	41,998	46,078	81.1	37,366

Cities of 2,500 Or More Population

City	Units	% Radio	Radio Units
Dillon	1,003	83.2	834
Red Lodge	923	86.9	802
Great Falls	9,125	92.9	8,473
Miles City	2,152	90.7	1,952
Glendive	1,219	95.9	1,170
Anaconda	3,314	92.5	3,066
Lewistown	1,741	89.6	1,560
Kalispell	2,561	90.5	2,318
Whitefish	798	92.7	739
Bozeman	2,628	88.9	2,336
Cut Bank	739	91.7	678
Havre	1,742	95.1	1,657
Helena	4,885	90.1	4,373
Missoula	5,530	90.8	5,023
Roundup	768	92.1	707
Livingston	1,963	92.3	1,812
Deer Lodge	864	93.1	805
Sidney	798	91.4	730
Butte	11,881	90.4	10,737
Shelby	719	88.1	633
Glasgow	1,077	91.5	986
Billings	6,971	92.2	6,428
Laurel	777	92.1	715

IDAHO

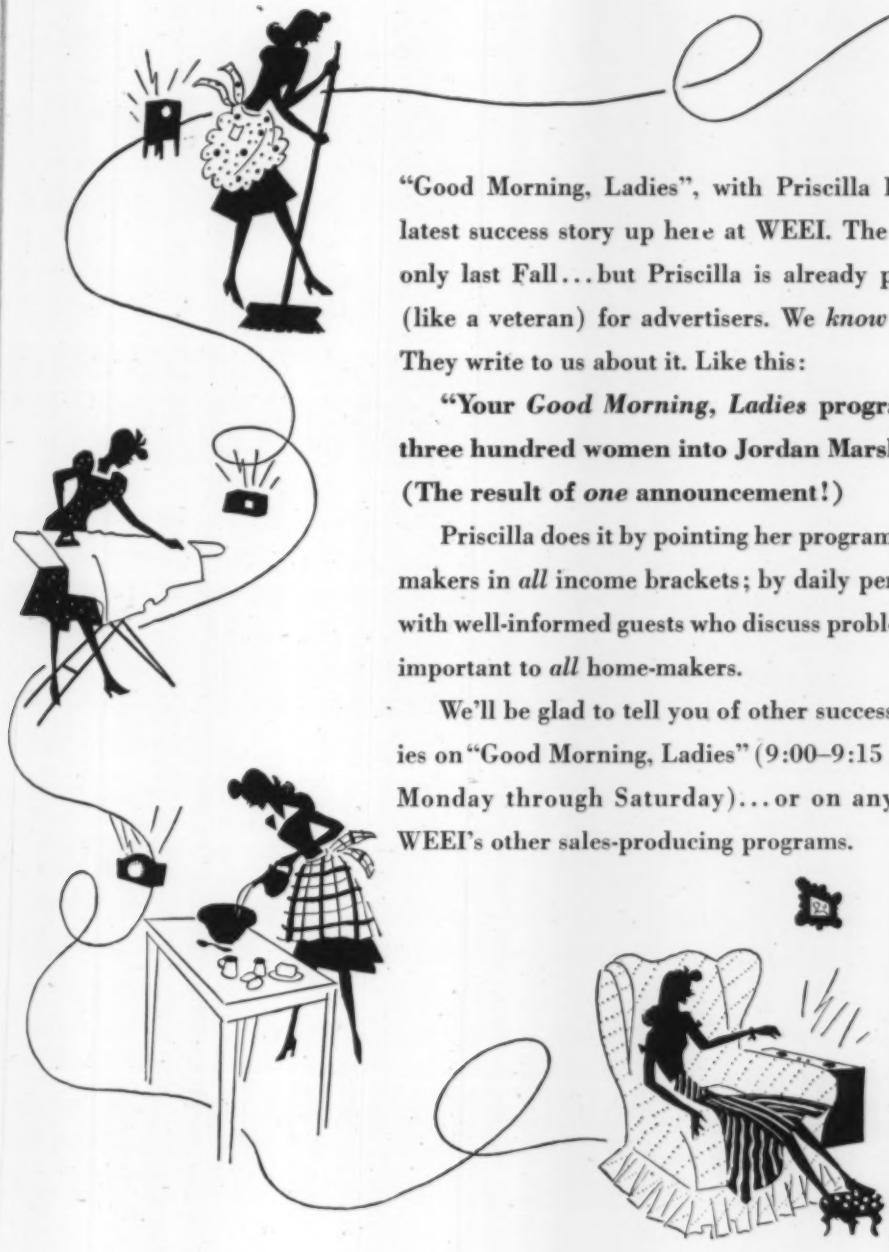
County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Ada	14,423	91.1	13,140	7,866	93.3	7,337	3,600	88.1	3,172	2,957	89.0	2,631
Adams	971	74.5	724	....	....	....	510	74.5	380	461	74.6	344
Bannock	8,892	90.5	8,048	5,574	94.1	5,244	1,463	88.4	1,293	1,855	81.4	1,511
Bear Lake	1,961	94.6	1,855	734	95.4	700	548	94.0	515	679	94.3	640
Benewah	2,103	81.7	1,718	....	....	....	1,350	83.5	1,128	753	78.3	590
Bingham	4,964	87.2	4,325	1,034	94.3	975	1,340	88.8	1,190	2,590	83.4	2,160
Blaine	1,473	82.6	1,216	....	....	....	1,132	83.3	943	341	80.1	273
Boise	753	70.4	530	....	....	....	533	70.0	373	220	71.5	157
Bonner	4,606	76.4	3,517	1,347	83.0	1,118	1,440	76.9	1,108	1,819	71.0	1,291
Bonneville	6,467	89.0	5,757	4,010	89.1	3,571	494	88.6	438	1,963	89.1	1,748
Boundary	1,657	81.8	1,355	....	....	....	828	85.4	707	829	78.2	648
Butte	504	76.6	386	....	....	....	217	75.6	164	287	77.3	222
Camas	369	89.3	330	....	....	....	164	91.9	151	205	87.3	179
Canyon	11,225	87.9	9,864	5,675	90.1	5,114	1,229	80.8	993	4,321	87.0	3,757
Caribou	630	88.2	555	....	....	....	415	91.2	378	215	82.2	177
Cassia	3,488	85.3	2,977	1,399	87.1	1,219	507	85.8	435	1,582	83.6	1,323
Clark	276	88.5	244	....	....	....	160	93.5	150	116	81.0	94
Clearwater	2,254	78.4	1,766	....	....	....	1,609	78.7	1,266	645	77.6	500
Custer	1,008	75.7	764	....	....	....	626	73.1	458	382	80.2	306
Elmore	1,549	79.9	1,237	....	....	....	1,066	85.9	916	483	66.5	321
Franklin	2,357	93.5	2,203	1,050	95.1	998	338	94.2	318	969	91.5	887
Fremont	2,430	86.8	2,109	700	84.6	592	798	88.9	709	932	86.7	808
Gem	2,601	84.0	2,186	919	92.4	849	460	78.7	362	1,222	79.8	975
Gooding	2,451	82.3	2,018	726	88.6	643	480	87.6	421	1,245	76.6	954
Idaho	3,543	78.7	2,790	....	....	....	1,926	77.8	1,498	1,617	79.9	1,292
Jefferson	2,522	88.3	2,227	....	....	....	1,099	88.9	977	1,423	87.8	1,250
Jerome	2,546	85.5	2,178	931	88.7	826	281	84.1	236	1,334	83.7	1,116
Kootenai	6,723	86.2	5,796	3,209	91.9	2,948	1,566	82.3	1,289	1,948	80.0	1,559
Latah	5,355	88.9	4,758	1,850	94.7	1,752	1,411	87.8	1,239	2,094	84.4	1,767
Lemhi	1,890	73.0	1,381	....	....	....	1,236	71.9	889	654	75.2	492
Lewis	1,302	89.0	1,159	....	....	....	750	88.8	666	552	89.4	493
Lincoln	1,137	79.5	904	....	....	....	601	84.8	510	536	73.6	394
Madison	2,098	89.4	1,876	862	93.8	809	290	84.8	246	946	86.8	821
Minidoka	2,563	86.6	2,221	907	85.3	774	371	84.9	315	1,285	88.1	1,132
Nez Perce	5,620	88.0	4,948	3,394	90.4	3,069	801	82.9	664	1,425	85.3	1,215
Oneida	1,285	90.1	1,159	683	93.9	642	100	88.0	88	502	85.4	429
Owyhee	1,526	68.2	1,041	....	....	....	648	71.6	464	878	65.8	577
Payette	2,687	85.0	2,285	1,017	87.4	889	563	79.5	448	1,107	85.6	948
Power	1,033	82.7	854	....	....	....	551	84.2	464	482	80.9	390
Shoshone	6,073	90.4	5,489	2,308	94.1	2,171	3,508	88.7	3,112	257	80.2	206
Teton	817	82.2	672	....	....	....	374	86.1	322	443	78.9	350
Twin Falls	9,979	89.7	8,948	3,459	90.9	3,145	2,728	87.2	2,378	3,792	90.3	3,425
Valley	1,162	78.8	916	....	....	....	827	82.6	683	335	69.5	233
Washington	2,454	83.4	2,045	1,120	86.5	968	297	78.6	233	1,037	81.4	844
State Total	141,727	86.4	122,471	50,774	91.3	46,353	41,235	84.1	34,689	49,718	83.3	41,429

Cities of 2,500 Or More Population

City	Units	% Radio	Radio Units
Boise	7,866	93.3	7,337
Alameda	635	94.1	597
Pocatello	4,939	94.1	4,647
Montpelier	734	95.4	700
Blackfoot	1,034	94.3	975
Sandpoint	1,347	83.0	1,118
Idaho Falls	4,010	89.1	3,571
Caldwell	2,154	89.4	1,925
Nampa	3,521	90.4	3,189
Burley	1,399	87.1	1,219
Preston	1,050	95.1	998
St. Anthony	700	84.6	592
Emmett	919	92.4	849
Gooding	726	88.6	643
Jerome	931	88.7	826
Coeur d'Alene	3,209	91.9	2,948
Moscow	1,850	94.7	1,752
Rexburg	862	93.8	809
Rupert	907	85.3	774
Lewistown	3,394	90.4	3,069
Malad	683	93.9	642
Payette	1,017	87.4	889
Kellogg	1,245	94.8	1,180
Wallace	1,063	93.3	991
Twin Falls	3,459	90.9	3,145
Weiser	1,120	86.5	968

* Source: Figures of the number of Occupied Dwelling Units and Percent Radio Equipped Published by U. S. Census Bureau in the **Second Series Housing Report for Montana and Idaho.** Figures of the number of Radio Equipped Occupied Dwelling Units calculated by NAB Research Department to project total figures. Census release did not include 1,687 Occupied Dwelling Units because answers to the radio question were not obtained in enumeration. These are the fifth and sixth of the **Second Series Housing Reports** to be issued so far by the Census Bureau, the others covering Nevada, New Hampshire and Vermont [*Broadcasting*, March 16] and Wyoming [*Broadcasting*, April 13].

They take their cue from Fortescue



"Good Morning, Ladies", with Priscilla Fortescue, is the latest success story up here at WEEI. The program started only last Fall... but Priscilla is already producing results (like a veteran) for advertisers. We *know* they get results. They write to us about it. Like this:

"Your *Good Morning, Ladies* program pulled over three hundred women into Jordan Marsh's in *one* day." (The result of *one* announcement!)

Priscilla does it by pointing her program appeal to home-makers in *all* income brackets; by daily personal interviews with well-informed guests who discuss problems and interests important to *all* home-makers.

We'll be glad to tell you of other success stories on "Good Morning, Ladies" (9:00–9:15 a.m. Monday through Saturday)... or on any of WEEI's other sales-producing programs.

We also attribute our success with women to:

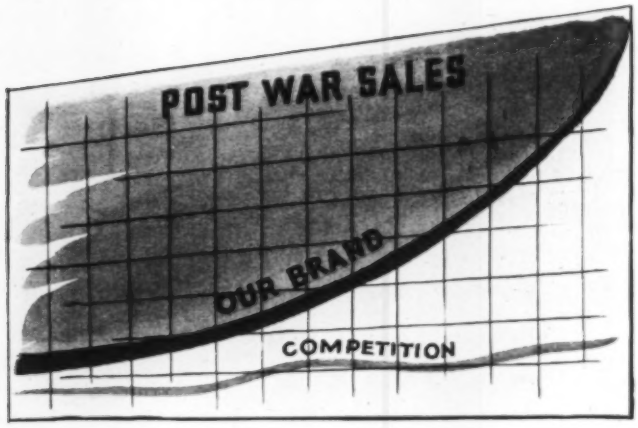
CAROLINE CABOT'S SHOPPING SERVICE... (8:15–8:30 a.m. Monday through Saturday)—a continuous success story that has been making sales for big and little advertisers these past fifteen years.

WEEI'S FOOD FAIR... (10:45–11:00 a.m. Monday through Saturday)—only two years old, but already a top-ranking participating food program in this territory.

WEEI *Columbia's Friendly Voice in Boston*

Operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, San Francisco, Los Angeles, Charlotte, St. Louis

the Man Who



Staged a Comeback

BECAUSE HE NEVER WENT AWAY!

The whole industry will be talking someday about the comeback of John Preston and his product. They'll recall how although it was buffeted by priorities, wounded by rationing, and finally killed off for the duration, he guided it right back to the top at the close of the war.

But they'll be *wrong* when they call it comeback. Because in the truest sense of the word neither John Preston nor his product ever went away. He kept desire for his brand alive all during the war years—over the radio.

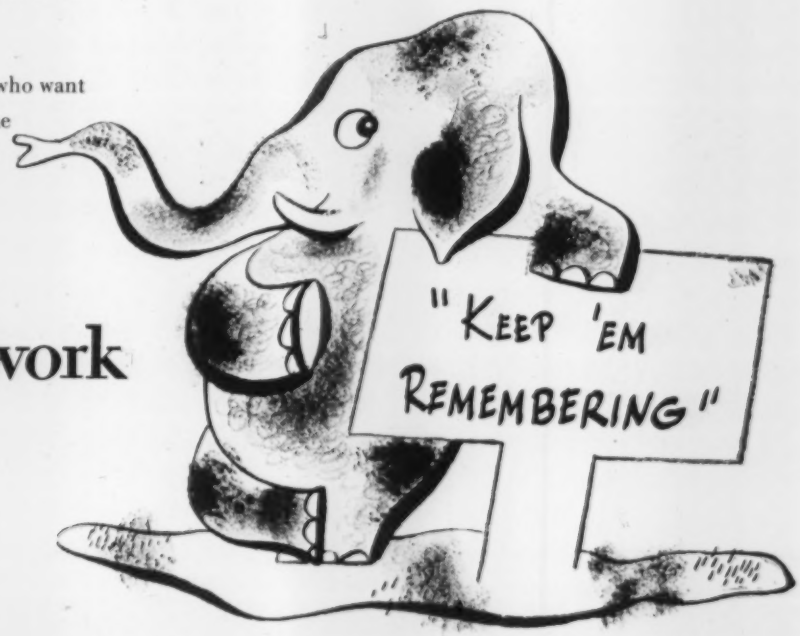
John Preston stayed on the air because he knew it was the most economical means of obtaining national coverage. He did not forget, as so many of us do today, that radio had been hailed as the No. 1 *good will* builder, long before it won its place as the most efficient of all *selling* mediums.

The Blue is a natural choice of manufacturers who want to "keep 'em remembering." It reaches all income groups, at the lowest per-family cost of any medium entering the home. And the Blue is now "moving in" to more homes more often with new stations, greater power and a program policy new to network radio. The Blue program department now draws freely upon the skill of leading independent program producers to bring even greater variety and *competitive showmanship* to Blue Network programs. No wonder more and more advertisers are using the Blue in 1942!

If you want to keep 'em remembering *your* product, *your* brand name, call in your Blue salesman. You'll find that today, more than ever, *it's easy to do business with the Blue!*

Blue Network Company, A Radio Corporation of America Service

the **blue** network



XUM

REVIEW OF 1941-42 ACTIVITIES OF THE NAB

(Excerpts from annual reports of department heads)

BROADCAST ADVERTISING

Frank E. Pellegrin, Director

ACTIVITIES of the Broadcast Advertising Dept. during the past year have centered around the NAB Sales Managers Division objectives of "making it easier for more clients to buy more time on more stations," and of elevating radio sales standards "to take the burden of sales off owners and managers who are concerned with other industry problems."

The department has recognized that for a perpetuation of free radio in this nation, despite the ramified tribulations of a harassed industry and the new complications of wartime problems, maintenance of income is paramount. Blessed with a measure of cooperation from all quarters that left little to be desired, the department therefore concentrated on the elevation of radio sales standards, maintenance of good business practices and ethics, and a regular supply of practical sales helps to members.

The director attended 17 meetings in 16 NAB Districts during the year, and in cooperation with the sales managers chairman conducted sessions on "Industry Sales Problems."

Radio Sales Data

To furnish member stations with a compilation of basic radio sales data, six chapters and an index were published and distributed to members, with additional copies available at cost. Subjects covered were "Why Business Must Advertise," "The Extent of Radio Listening," "The Effectiveness of Radio," "Dealers Prefer Radio," "Radio as a Social Force," and "What Price Radio?" Material for additional chapters is being gathered, as the Department's objective is to make the manual complete and keep it up to date.

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The department attempted to keep members currently informed on business conditions and the business outlook in relation to radio advertising. Notable articles or speeches by advertising authorities weer reprinted for free distribution to members.

Within the scope of its functions, the department represented the interests of the NAB membership through cooperation with such governmental agencies as the Federal Trade Commission, the Treasury, the Office of Facts & Figures, the Dept. of Commerce, the Bureau of the Census, the War Dept. and others, as well as with subdepartments and semi-official agencies. Special efforts were made throughout the year in the interests of commercial radio to cooperate with and enlist the active support of related trade groups.

As a result of discussions with a committee of time buyers from the Radio Executives Club, standard program schedule forms were drawn up and printed in quantity, and made available to NAB members at cost, in the interests of "making it easier to buy radio." To date, 250,000 of these schedule forms have been ordered by member stations.

Recommendations for simplifying radio rate structures were passed on to the industry. Recommendations for standard formulae and procedure in preparing coverage maps were given the industry, and further cooperation on this subject is being secured from the NAB Research Committee. A special radio committee consisting of Eugene Carr, WGAR; R. E. Dunville, WLW; and Herbert L. Pettey, WHN negotiated a new standard contract form with a committee representing advertising agencies. This form is now awaiting approval by the NAB board.

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Checking Service Probe

Commercial checking services were investigated as a potential threat to radio billings, and a confidential report was issued in a special bulletin to all U. S. radio stations irrespective of NAB membership. Check-systems were devised and recommended whereby stations could perform with a maximum of commercial efficiency, and an educational campaign was carried on among agencies and clients, informing them of the steps taken by broadcasters to insure proper performance.

A test survey of representative stations was conducted during the month of February, 1942, by WSB, 50,000 watts; WSPD, 5,000 watts; and KTRI, 250 watts, showing radio station performance on commercial broadcasts of all types to be 99.38% satisfactory, with a "predictable margin of error" of .0062, and with such errors satisfactorily reported to clients and adjusted.

A constant educational campaign was carried on among radio stations, advertising agencies and clients, to discourage attempts to break down legitimate rate structures.

LABOR RELATIONS

Joseph L. Miller, Director

THE broadcasting industry, by and large, has had another year of peaceful relationship with labor. Strikes have been few. Mutual understanding of each other's problems has increased. As the industry's income has increased, wages and salaries have risen steadily.

The NAB proposes to continue its current labor policy through the year to come. Members will be kept advised of trends and developments in the field of labor relations.

There has been only one actual strike since Pearl Harbor in the entire broadcasting industry. It lasted less than two hours. Technicians at a midwestern station were involved. Wages was the issue.

Generally speaking, the broadcasting industry's record for compliance with the Wagner Act continues to be much better than average. As the requirements of the Act and the technique of collective bargaining are better understood, violations will disappear.

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Take a group of say couple o' million

With five stations goin' to town

And each coverin' a fifth of the million

Costin' you two hundred to win renown

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Add to the above a rich industrial market and you really have something

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820 kc clear **WTBO** **250 watts**

CUMBERLAND, MARYLAND

National Representatives: Spot Sales Inc.

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ployer could *discuss* unions all he pleased, as long as he did not accompany his discussion with any *action* which constituted the discrimination, coercion or intimidation forbidden by the Wagner Act.

Talent fees constitute the only remaining problem of outstanding importance to the industry under the Wage and Hour Act as it stands. The Wage and Hour Division contends that *all* talent fees should be added to a staff announcer's salary in determining overtime rates. The NAB contends that, in many cases, the broadcasting station is not the employer when talent fees are paid to announcers. Just recently, the Wage & Hour Administrator agreed to review this entire matter on the basis of facts to be supplied by the NAB.

Labor on the air has become almost altogether a local problem. Both the AFL and CIO express themselves as quite satisfied with the national coverage situation. Their leaders made a total of 74 appearances on national network programs in 1941. And they now have a regular weekly program on NBC.

Twice during the past year, organized labor has come to the broadcasting industry's defense when the industry was threatened with discriminatory tax legislation in Congress. There is no better evidence of labor's high regard for the industry's progressive labor policy.

CONCLUSION

Not only the leaders of organized labor but also government officials dealing with labor problems have highly commended the broadcasting industry's labor policy.

A few excerpts from comments on your director's 1941 report may prove interesting.

William Green, president, the American Federation of Labor—

"You deserve great credit for the skillful way in which you have handled difficult labor situations over a long period of time. I have been very happy over the fact that a fine degree of cooperation and a splendid reciprocal relationship has existed between management and labor in the radio broadcasting industry."

James B. Carey, secretary, Congress of Industrial Organizations—

"It seems you have done a splendid job. . . ."

L. Metcalfe Walling, Wage and Hour Administrator—

"I think your record is almost unique among industries where controversy is more to be expected than otherwise because of the very nature of the case."

Daniel W. Tracy, Assistant Secretary of Labor—

"'A good job well done.'"

Dozens of others of a similar nature were received. For these, your director must thank not only the writers, but also the entire broadcasting industry for its wholehearted cooperation.

ENGINEERING

Lynne C. Smeby, Director

SINCE the last Annual Report issued in May, 1941, the engineering activity of NAB has been almost entirely pointed towards the war effort.

We have served as Arthur Stringer's righthand man in carrying out the Technician Training Program and have aided in the formation of plans for that project, serving as one of the five members of the group led by Prof. W. L. Everitt of Ohio State in making up the course outline. This course outline was subsequently officially okayed and adopted by the Signal Corps.

During the past year we have been actively engaged in aiding the industry to secure sufficient repair and maintenance materials and were partly instrumental in obtaining the Defense Priority Rating of A-10 for the industry.

Cooperating with Prof. Everitt material aid was rendered in staging the Fifth Ohio State Broadcast Engineering Conference.

The work of the Recording & Reproducing Standards Committee progressed rapidly up to wartime. Sixteen of the most important items were standardized. These 16 standards were officially adopted by the NAB Board of Directors.

Joint meetings of the Executive Engineering and the Engineering Committees were held in St. Louis on May 12, 1941; in Detroit, June 26; New York City, Act. 23, 1941, and Columbus, Ohio, Feb. 23, 1942. The June 26 and October 23 meetings were with the Recording and Reproducing Standards Comimttee.

COORDINATOR OF LISTENER ACTIVITIES

Mrs. Dorothy Lewis, Coordinator

DURING 1941-42, as part of NAB Public Relations Division, Mrs. Dorothy Lewis increased her activities both as Vice-President of the Radio Council on Children's Programs and as a representative of NAB. In April, Mrs. Lewis was appointed "Coordinator of Listener Activities."

One direct result of Radio Council development is the series of meetings to be held at the 1942 Cleveland NAB Convention. Outstanding speakers will address an audience composed of broadcasters and listeners, guests of NAB and the Radio Council of greater Cleveland. This event makes another "first" in radio history and indicates a trend toward the day when the listener element in American radio will be dignified and become an integral part of its democratic process.

Private Larry Austin in Camp Pendleton (Va.) G. I. Gazette

Announcer: "For more complete details regarding the war in the Pacific, see your local recruiting officer."

SECRETARY-TREASURER

C. E. Arney, Jr., Assistant to the President

FINANCIAL statement of NAB headquarters shows receipts (including cash on hand April 1, 1941) of $377,619.15 and disbursements of $322,808.18 for the association for the nearly 12 months since the 1941 convention.

With the addition of wartime activities, NAB headquarters carried a heavy load. Normal activities have been maintained on a constructive and active basis and every exigency arising from the war has been competently handled for the best interests of radio and the war effort.

Acting as liaison officer between agencies of the Government responsible for conduct of the war and all the radio industry, work of NAB headquarters included sending of war bulletins, cooperation with the Office of Censorship in setting up a Radio Censorship Code, assisting in labor problems, setting up training courses for technical training and performance of service for individual stations in connection with the Selective Service Act.

Membership of the NAB stands at 525, composed of 506 active members and 19 associate members. Included in active members are six FM stations.

There has been some loss of personnel at NAB headquarters, principally resulting from enlistment with the armed forces. Lynne C. Smeby, director of engineering, resigned to take a post with the Army Signal Corps and Edward M. Kirby, director of public relations, is now head of the Radio Branch, Bureau of Public Relations, War Department. J. Robert Myers, director of research, also resigned.

There has been a decrease in the number of headquarters employes, both full and parttime, to 25 as compared with 29 reported to the convention last year. This decrease has been brought about despite the greatly increased burden placed on the staff by wartime activities.

Statement of Income and Expense For the Period April 1, 1941, to March 31, 1942

Income		
Cash on Hand, April 1, 1941 (As reported at last convention)	$ 27,514.32	
Receipts during period	350,104.83	
		$377,619.15
Expense		
Annual Convention	14,002.87	
Board of Directors Meetings	8,172.40	
Committee Expenses	7,667.64	
Dues and Publications	1,092.47	
Furniture and Fixtures	586.81	
Legal and Accounting Fees	4,158.11	
Legislative Investigations	50,585.21	
Miscellaneous	10,854.50	
NAB Reports	14,190.08	
NAB - RMA Expenses	8,327.23	
Office Supplies	3,872.10	
Postage	3,964.20	
President's Expenses	1,856.65	
Printing	18,857.71	
Radio Council on Children's Programs	3,290.00	
Rent	8,744.97	
Salaries	126,022.65	
Tabulations	2,741.01	
Taxes	3,276.56	
Tax Fees	11,946.15	
Telephone and Telegraph	6,650.36	
Travel	11,948.50	
		322,808.18
		$ 54,810.97
Add: Accounts Payable, March 31, 1942		5,118.90
Cash on Hand, March 31, 1942		$ 59,929.87

RESEARCH

Paul F. Peter, Director

THE NAB Researh Department reports material progress in its work since the St. Louis Convention, held in May, 1941. At convention time last year, the personnel of the department, in addition to the director, consisted of two assistants, J. Robert Myers and Mrs. Helen H. Schaefer, a secretary and six clerical employes. A number of personnel changes have occurred since that time. J. Robert Myers resigned Feb. 1 to accept a position as chief statistician of NBC.

The NAB Research Committee and the Research Department are striving now to make satisfactory arrangements with an outside organization to continue, in some form, the valuable service embodied in the "Broadcast Advertising Record," discontinued, effective May 1. It is hoped that an announcement can be made at an early date as to what organization will undertake the service. It is also hoped that stations will support the undertaking for two important reasons: first, in self interest, to keep this sales-aid available for the station's own use; and, second, to continue to provide the general industry data so vital in the operation of the NAB Department of Broadcast Advertising.

The Office of Facts & Figures

Only the HITS count

When the bombardier presses the bomb release, he is sending his load on no hit-or-miss errand. Years and millions have been spent to develop accuracy. His objective has been well surveyed, his bombsight becomes his eyes, even his brain—he must not miss—only the HITS count. A radio message is delivered much the same way . . . the effectiveness of the broadcast is measured by the number of homes it reaches. Surveys* on the Pacific Coast prove only *one* network reaches *all* the radio homes, only Don Lee has enough outlets to cover the coast completely. Long distance reception is impossible here because most of the markets are surrounded by high mountains. Don Lee has a local outlet in each of the 33 important Pacific Coast markets. As a matter of fact, more than 9 out of every 10 radio families on the Coast live within 25 miles of a Don Lee station. When you release a message on Don Lee it not only hits home, it hits *all* the radio homes . . . as plenty of advertisers will agree. For Don Lee carries nearly twice as many Pacific Coast network accounts as the other 3 networks combined.

**For actual surveys, write Wilbur Eickelberg, General Sales Manager.*

Mutual

DON LEE

Thomas S. Lee, President
Lewis Allen Weiss, Vice-Pres.-Gen. Mgr.
5515 Melrose Avenue, Hollywood, California

has looked to the NAB for assistance in setting up its service to the war effort in the matter of coordinating governmental use of broadcasting. Considerable time of the Research Department has been devoted to the development of information required by OFF and also in rendering an advisory service to that government office, in matters of research.

On March 4, the Research Department, in consultation with the Research people of OFF, prepared a questionnaire on Radio War Activities which was sent to a carefully selected sample of thirty stations.

On May 9, 1941, just prior to the St. Louis convention, the Research Department sent a questionnaire to all broadcasting stations, requesting information as to the number of radio engineers, their status with respect to the Selective Service Act and Reserve Corps, and the availability of replacements for vacancies for any reason. By June 20, completed questionnaires had been received from 507 of the 836 standard broadcast stations which were in operation May 1. This represented a return of 61%.

On June 20, the Research Department completed a report on "The Effect of National Defense Activities on Technical Personnel of the Broadcast Industry", which was presented to National Headquarters, Selective Service System as evidence of the critical shortage of radio engineers existing in the industry at that time. The report contained an analysis of the selective service classification of the 3,085 engineers employed by the 507 stations reporting. The selective service classification at that time was in accordance with the first Selective Service Act, 1940, which applied to ages 21 through 35.

The Newscast Problem

The concern of the U. S. Committee on War Information over the handling of news broadcasts commanded the attention of the industry. The Broadcasters Victory Council prepared a list of suggestions on the handling of news broadcasts which was submitted to the Committee on War Information. A meeting of the NAB Code Committee was called to tackle the problem. The Broadcasters Victory Council was represented at the Code Committee meeting and conferences were held with the Committee on War Information. As a result of the meeting which was held Feb. 6, the NAB Research Department was asked to conduct a survey on news and news-type programs.

On Feb. 14, 1942, a questionnaire was sent to a pre-selected sample of 270 stations.

A tabulation of the survey has been completed and a report of findings is being prepared for the NAB Code Committee and will be submitted at its Cleveland meeting.

PROMOTION

Arthur Stringer, Director

BROADCASTING today is an integral part of the nation's war effort. It informs, entertains and delivers the news; fosters conservation, improves our health recruits and does a hundred and one other jobs, all at no cost to the Government or the American people.

Station war effort has been magnificent from the beginning. War effort broadcast reports are received voluntarily from stations each month. From this material the NAB Research Department calculates the number of program units of local origination devoted to the promotion of war tasks common to most stations. Not included are units in sponsored or sustaining network programs. Since the industry's patriotism is not for sale, these program units are never evaluated on a dollars and cents basis. The consolidated report for all stations for March, 1942, follows:

Manpower

	No. of Broadcasts
ARMY	
Live spots	35,680
15 Minutes—et	2,680
15 Minutes—live	120
10 Minutes	20
5 Minutes	20
NAVY	
Live spots	37,870
15 Minutes—et	1,370
15 Minutes—live	460
10 Minutes	10
5 Minutes	120
30 Minutes—et	370
MARINE CORPS	
Live spots	31,450
15 Minutes scripts	1,050
15 Minutes—et	1,160
COAST GUARD	
Live spots	22,240
15 Minutes—et	110
U. S. CIVIL SERVICE	
Live spots	25,300
15 Minutes—live	40

War Financing

U. S. TREASURY	
Live spots	141,780
15 Minutes—et	6,070

Morale

"You Can't Do Business with Hitler" —WPB	
15 Minutes—et	2,780

Other Government Agencies

Live Spot	43,870
2 Minutes—live	120
3 Minutes—live	300
5 Minutes—et	960
5 Minutes—live	2,810
10 Minutes—live	730
15 Minutes—live	8,060
15 Minutes—et	1,990
25 Minutes	10
30 Minutes—et	60
30 Minutes—live	690
45 Minutes	90
60 Minutes	40

Coordination of recruiting announcements for the Army, Navy, Marine Corps, Coast Guard and Civil Service through this office continues by request of these departments.

The Army Signal Corps and the Navy's Bureau of Navigation officially asked the NAB War Committee to institute technician training courses. Since investigation showed that the armed services, broadcasting and industry had already absorbed all available radio-man-power, there was but one thing to do. That was to begin with "green" men and teach them the fundamentals of radio.

The course outline which is being followed throughout the United States was prepared by Dr. W. L. Everitt, professor of electrical engineering in charge of communication, Ohio State University, Columbus; Carl E. Howe, associate professor of physics, Oberlin College, Oberlin; Richard H. Howe, assistant professor of physics, Denison University, and secretary-treasurer, The Ohio Section of the American Physical Society, Granville; Carl Smith, Cleveland, chief engineer, radio stations WHK, WCLE and WHKC; Lynne C. Smeby, director of engineering, National Association of Broadcasters. Two of the authors, Dr. Everitt and Mr. Smeby, are now on full time duty at the Signal Corps.

There are 20,000 radio technician training students enrolled in at least 764 classes set up in 45 states and Puerto Rico by approved engineering schools. Broadcasters discontinued recruiting on Feb. 19 upon notification that funds were exhausted.

Technical men from broadcast stations are sharing the teaching load that descended on the formal educators.

Last Radio

LAST civilian radio chassis to come off the production line at Stromberg-Carlson Tel. Mfg. Co., Rochester, will entertain servicemen passing through the nation's capital at the request of Donald Nelson. The last of the radios was offered to the WPB head for any camp he wished, and he chose the President's Reception Room in the Union Station, which recently was turned over to the visiting servicemen.

LEGAL

Russell P. Place, Counsel

OUTSTANDING among the problems dealt with by the NAB this past year were the bills introduced in Congress to amend the Communications Act of 1934 and the two attempts by the International Allied Printing Trades Council to saddle broadcasters with a discriminatory time-sales tax. Also of paramount importance to broadcasters were the successful fights waged by the NAB to secure nationwide daylight-saving time and to retain the average-earnings basis for computing the Excess Profits Tax.

Still pending on the Congressional front is Executive Resolution "E" for adherence to the International Copyright Convention; although vigorously opposed by the NAB and all others interested in copyright, the State Department is persistently advocating adherence to the Convention and the problem is still before the industry.

Protracted negotiations with ASCAP resulted last fall in local station contracts immeasurably more advantageous to stations than those offered by ASCAP in the spring. A host of problems grew out of the national defense program and later the war effort. Highlighted among these were matters involving priorities, selective service and rationing of tires and gasoline.

The Code Committee has been faced with many vexing problems having to do with the controversial public issues section of the Code, particularly with reference to the isolationist-interventionist debate that went on prior to Pearl Harbor. Subsequent to the declaration of war the Code Committee promptly tackled the question of the handling of war news. For the NAB Legal Department, as for broadcasters individually, the past year has been crowded with much that was not routine.

Notable in the field of litigation were the decisions of the United States Supreme Court on May 26, 1941, sustaining the anti-monopoly provisions of the so-called anti-ASCAP laws on the statute books of Florida and Nebraska. The power of the FCC to issue subpoenas in an investigation seeking information applicable to the legislative standards set up in the Communications Act was upheld on Jan. 26, 1942, by the U. S. Court of Appeals for the District of Columbia in the Stahlman case. The court negatived the Commission's authority to require witnesses whom it summons to bare their records, relevant or irrelevant, in the hope that something wil turn up, or to invade the privacy protected by the Fourth Amendment. The court flatly stated that the Commission has no power to ban ownership of radio stations by newspapers as such.

On Feb. 20, 1942, the United States District Court for the Southern District of New York ruled against the networks in their suit against the Government. The decision was not on the merits of the case—the powers of the FCC—but on the question of the court's jurisdiction. The court, however, stayed operation of the network regulations, and on March 9, CBS and NBC appealed to the U. S. Supreme Court. Argument of the cases began April 30.

The Supreme Court on April 6, 1942, affirmed the power of the United States Court of Appeals for the District of Columbia to stay orders of the FCC pending determination of appeals to that court from Commission orders. The question was raised on certification by a divided Court of Appeals after Scripps-Howard Radio, Inc., licensee of WCOP, had appealed from the Commission's denial of its petition to vacate an order granting, without hearing, Station WCOL a CP for change of frequency and increase of power.

IN CHICAGO America's second largest market

WENR

the standout station for low cost coverage

☆

Covers more families at lower cost per thousand than any other major Chicago station, as proved by the impartial NBC all-county survey. Telephone or write today for the facts and figures of this revealing survey. Don't overlook the responsive audience of this

Basic Blue Network Station

50,000 WATTS ON A CLEAR CHANNEL—890 k. c.

IT'S EASY TO DO BUSINESS WITH THE BLUE!

WENR is represented nationally by these Blue Network Spot Sales Offices

New York Chicago San Francisco

THE NAB's FOUNDING FATHERS HAD THEIR TROUBLES, TOO

NINETEEN YEARS AGO these embattled broadcasters got together at the Drake Hotel in Chicago "to break the music monopoly of ASCAP". Out of that meeting on April 23, 1923, the NAB was born. To compete with ASCAP the stations organized a publishing concern called Associated Independent Music Publishers—the forerunner of BMI by 19 years. Announcements were broadcast by the stations, informing listeners of the opportunities for aspiring composers.

The telegrams on the desk are congratulatory wires from Chicago listeners and from station operators all over the country. The *Chicago Tribune* reported that "the broadcasters left the meeting humming new tunes and predicting that new music would soon be floating through the ether". However, the publishing concern folded within a few months for lack of funds.

In this picture, dug out of the files of Comdr. Eugene F. McDonald Jr., president of Zenith Radio Corp. and first president of the NAB, are a group of notables of the then budding industry, some of whom are still active. They are (l to r): Raymond Walker; C. H. Anderson; Frank W. Elliott, WHO, Des Moines, later an NAB president; Comdr. McDonald, then owner of the old WJAZ, Chicago; Paul Klugh, then manager of WJAZ; William S. Hedges, then radio editor of the *Chicago Daily News*, operating WMAQ; Elliott Jenkins, WDAP, Chicago (now WGN); A. B. Cooper; John Shepard 3rd; Powel Crosley Jr., WLW, Cincinnati.

It Happened
TEN YEARS AGO THIS MONTH
From the 1932 files of BROADCASTING

APPARENTLY disgusted with the apathetic attitude of the average member of the ANPA toward his anti-radio crusades, Elzey Roberts, publisher of the *St. Louis Star* and a leader in several of the campaigns against radio within the ANPA, has declined reappointment as chairman of the Association's radio committee. His primary reason for refusing to serve further was stated as being that his views differ from those of the average ANPA member.

•

ALTHOUGH Cleveland newspapers have long had an agreement not to engage directly or indirectly in broadcasting, the *Cleveland Plain Dealer* on May 4 purchased an interest in WHK, Cleveland. Control remains with the Howlett brothers.

•

THE *Elmira* (N. Y.) *Sun-Gazette*, Gannett newspaper formerly anti-radio, has purchased WGBF, Glens Falls, N. Y., which has asked the Department of Commerce to change its call letters to WESG.

•

APPROPRIATIONS of national advertisers for all newspaper space far exceeded that for broadcasting during 1931, according to W. E. Macfarlane, of the *Chicago Tribune*, chairman of the committee in charge of the ANPA Bureau of Advertising, who reported the figures as follows: newspapers, $2,205,000,000; magazines, $167,000,000; broadcasting, $36,000,000; outdoor, $30,000,000; car cards, $4,500,000. The radio figures do not include spot broadcasting.

VOLUNTARY assignment of KPO, San Francisco, from Hale Bros. Stores Inc. and the Chronicle Publishing Co. to NBC, was requested at a hearing before the Radio Commission May 26. The sale price was set at $600,000.

•

FULLTIME on the 970 kc. frequency, which otherwise is the clear channel assigned to KJR, Seattle, was granted to WCFL, of the Chicago Federation of Labor, in a May 27 decision of the Radio Commission. WCFL also was given a power boost from 1500 to 5000 watts.

•

DISCONTINUANCE of the NBC synchronization experiments during regular program hours, conducted since March, 1931, was ordered May 27 by the Radio Commission, effective June 15. Under the decision, WTIC, Hartford, and WBAL, Baltimore, which have been operating fulltime through their alternate - day synchronization with WEAF and WJZ, New York keys of NBC, are ordered back to time-sharing on their 1060 kc. clear channel.

•

DR. ALFRED N. GOLDSMITH, vice-president and general engineer of RCA, in an article in BROADCASTING, described the reactions of Mr. Average Listener when he suddenly finds that the powers of all stations have been increased ten-fold by a benevolent magician. Static is considerably reduced, and distant stations come in more clearly though there is no reduction in distant beat notes or interference, he states.

JAMES L. FREE and Clifford L. Sleininger, account executives with National Radio Advertising Inc., have resigned to form Free & Sleininger Inc., radio station representatives, with headquarters at 180 N. Michigan Ave., Chicago.

•

T. F. JOYCE has been named advertising and sales promotion manager of RCA Radiotron and E. T. Cunningham Inc., succeeding J. W. McInver. Mr. Joyce formerly was with the Edison Lamp Works.

•

WALTER J. DAMM, director of WTMJ, Milwaukee, addressed the annual meeting of the Inland Daily Press Assn. in Chicago May 18 on the subject "What Newspapers Have to Gain From a Radio Tie-up."

•

NATIONALIZATION of Canada's broadcasting system, with the Government operating a series of basic high power and regional stations and private operators permitted to conduct low power stations, has been recommended to the Canadian Parliament by its radio committee following an exchange of notes with the U. S. regarding a new division of wavelengths.

•

REMOVAL of the Federal Radio Commission's offices from the National Press Bldg. to the Interior Department building has been ordered in line with the Administration's economy program.

•

ALEXANDER L. SHERWOOD, former newspaperman and member of the staff of KDKA, Pittsburgh, has been appointed general manager of KQV, Pittsburgh.

•

RUSS WINNIE, assistant station manager and chief announcer of WTMJ, Milwaukee, has become the father of a boy.

AIRCRAFT ACTORS
Curtiss-Wright Workers
Dramatize Aviation

RECRUITING its talent from the Joe Smiths and Mary Browns whose part in the fight for freedom is that seemingly unimportant task of punching holes in aluminum sheets at an aircraft plant, WHKC, Columbus, O., each week presents the dramatic series, *Conquerors of the Clouds*.

Programs are re-enactments of deeds of American planes on Allied fronts during the past week as well as treatment of latest aviation developments in all plane factories and anecdotes about Allied flyers. Actors in the series are non-professional, being drawn from the ranks of employes at the local plant of the Curtiss-Wright Corp. These workers handle the entire show with John Moses, WHKC production manager, producing the broadcasts.

Curtiss-Wright and WHKC officials are agreed that the series has been doing a commendable morale job among the defense workers and it also provides the men who are behind our fighting men with first hand information on the accomplishments of the war machines that they have been producing night and day, seven days a week.

KLO, Ogden, Utah, on Sept. 1, will become a fulltime Mutual affiliate when it discontinues its affiliation with the BLUE. The station operates with 5,000 watts day fulltime on 1430 kc.

9 REASONS WHY KMBC IS 9 WAYS THE WINNER!

1 Erle Smith
KMBC News Editor

2 Walt Lochman
KMBC Sportscaster

3 Nancy Goode
Director, Happy Kitchen

4 John Cameron Swayze
KMBC News

Measuring radio station superiority in a given market requires analysis of many interlocking factors . . . programming, volume of business, network affiliation, service to listeners, program and station promotion, and so on.

And of primary importance, of course, is the matter of audience.

A comprehensive evaluation of Kansas City radio stations shows KMBC in first place by *nine different standards of measure*. One of the facts revealed is that KMBC leads in Kansas City audience more often than any other station.

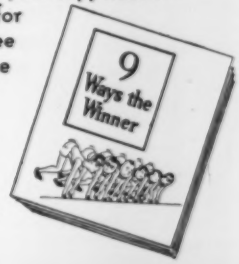
Much of the credit for this leadership must go to these nine KMBC personalities who have earned such tremendous Midwestern followings . . . these and a score of other stars who, backed by a brilliant CBS schedule, have put KMBC squarely on top in popularity.

Their rich and ready-to-buy audiences can be wrapped up and delivered to you whenever you say the word.

KMBC
OF KANSAS CITY

Free & Peters, Inc. CBS Basic Network

This booklet, "Nine Ways the Winner" sums up the story of KMBC leadership in Kansas City radio. If your copy hasn't yet reached you, ask for it at your nearest Free & Peters office, or write KMBC direct.



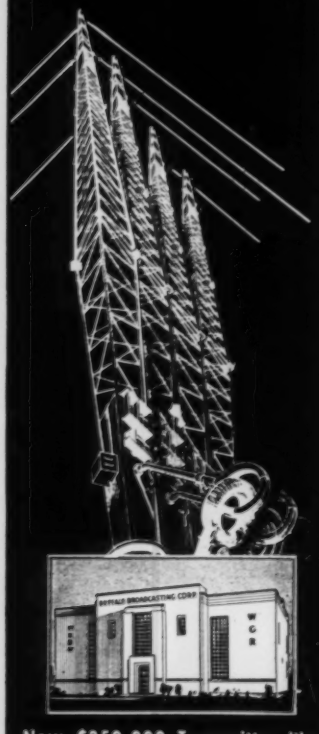
5 Phil Evans
Director, Farm Service

6 June Martin
The Food Scout

7 John Farmer
KMBC News

8 Caroline Ellis
Women's Commentator

9 Bob Riley
KMBC Marketcaster

Buffalo's Only
50,000
WATT
RADIO MAP
Blanketing
11 Eastern
Seaboard States
227,000 Sq. Miles
Over 12,000,000
people
WKBW 1520 K. C.
BASIC COLUMBIA
NETWORK STATION

New $350,000 Transmitter Plant
BUFFALO
BROADCASTING CORPORATION

Archibald MacLeish

(*Continued from page 73*)

zer Prize. It was a long poem, the story of Cortez in Mexico, written after MacLeish had travelled in the *monte* in Mexico for some time in the early spring of 1929.

"I am not sure what an authentic poet is," said Carl Sandburg, "but I know Archibald MacLeish is one."

As a member of the editorial staff of *Fortune* from 1930 until a few years ago, his articles on Latin American countries were recognized as classics—straightforward, factual, beautifully written. And when the Japanese struck at Pearl Harbor, the brilliant Japan issue of *Fortune*, edited by MacLeish, was the meatiest single sourcebook for facts and figures on our Oriental enemy.

And Were They Shocked!

In 1939 President Roosevelt appointed him Librarian of Congress. Immediately a storm rose among professional librarians—the plum of the profession handed to a rank outsider! But storms die down, and this one quickly disappeared. His predecessor, the venerable Dr. Herbert Putnam, sealed his blessing on Archibald MacLeish:

"There is first the Scot in him—shrewd, austere, exacting, but humorous. There is the poet in him—whose stuff is not made of mere dreams but of realities. . . Then the humanist, keenly sympathetic to all that calls for social sympathy. The lawyer—trained to analysis through determination of exact issues. The soldier—pledged to duty under discipline. The athlete—pledged to fair play. And, finally, there's the orator—capable of vivid and forceful speech."

One of MacLeish's innovations at the Library was a radio project recognized for its effectiveness. He believes that one of the Library's functions is to bring knowledge to the people, and he knows the gigantic influence of radio in this field.

Today, as head of OFF, MacLeish uses all his vision and imagination, all his drive and enthusiasm, for the huge new job thrust on him by the war. You set aside your picture of the long-haired poet when you meet him. His eyes may be dreamy, but he can be tough—he can get mad and cuss with a flow of language beautiful to follow. He is practical, and unlike most lawyers he is a good witness at the never-ending hearing in which Washington revels. His staff respect him and like him, but complain sometimes because he has not learned how to delegate authority.

MacLeish has never gotten over the fact that he is a writer, even though his creative output has dwindled since 1939. He mulls over each line of copy turned out at OFF, and he will worry a comma until its edges are frayed.

He Talks Shop

He is one of the few top Government officials whose speeches are not ghost-written. He tried that once, and lost many hours of sleep before he finally decided to write his own script anyway. His speeches are forthright and moving, and his voice carries the lyrical intensity of his convictions.

The MacLeishes have three children, Kenneth, 25; Mary Hillard, 19; Peter, 13. They live in Georgetown, Washington residential neighborhood.

Of his own job, Archibald MacLeish says:

"In the battle for American opinion, it is the American people, and not their government, who alone can win the fight. The government of a dictatorship will tell its people what to think and will employ every means at its disposal to prevent their thinking thoughts it does not like.

"But it is principally for that reason that free men hate dictatorship. The government of a democracy, by virtue of its existence as a democratic government, has a very different function in relation to the making of opinion. Its function is to see to it that the people have the facts before them—the facts on which opinions can be formed.

"The duty of government . . . remains: To see to it that the people have the necessary facts before them—the facts about the war itself, about the enemy, his purposes, the consequences of defeat; facts about the enemy's methods and particularly the enemy's disguised and hidden methods in propaganda and deceit and espionage; facts about the plans and purposes of the people's government in its prosecution of the war, in so far as its plans and purposes can be divulged—particularly the government's plans which call for participation or for self-denial."

IN THE ARMY AGAIN, Bill Kost drops in to chat with his former bosses on the NBC sales staff on what it is like to be back in service. While George Frey, sales service manager (left), look on, Kost, West Point graduate who served in the outfit that fired the first American shot in World War I and is now on the staff of his alma mater, chins with two other World War I veterans: I. E. (Chick) Showerman, general sales manager, who was thrice wounded and twice decorated for bravery, and Ken R. Dyke (right) director of promotion, who was also a member of the AEF, and is now with the OFF as advertising coordinator.

SUIT of $50,000 for alleged piracy filed several months ago in Los Angeles Superior Court against Charles Correll and Freeman Gosden, known on the radio as Amos 'n' Andy, has been dropped. Comedians were sued for asserted plagiarism by Basil Travnikiff, Hollywood writers.

In Southern California . . .

A big, concentrated selling job at surprisingly low rates

Soon 10,000 Watts
KMPC
LOS ANGELES ★ 710 KC

Affiliated in management with WJR, Detroit, WGAR, Cleveland.
NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

We sell your product as you'd sell it yourself . . . person-to-person . . . sincerely recommending it as one neighbor to another. And it gets results!

WIBW The Voice of Kansas in TOPEKA

Merchandising & Promotion

Maudie's Pix—Music Books—P&G Contests
NBC Discs—Centennial Salute

WITH FULL expectations of a record 75,000 total, Continental Baking Co. has already received 63,000 requests for a postcard size picture of the cast of *Maudie's Diary*, weekly CBS program promoting Wonder Bread. The offer was made on the April 16 broadcast of the show by Mary Martin, who takes the part of "Maudie." The first week alone brought in 50,000 answers to the one-time 30-second announcement. Agency is Ted Bates Inc., New York.

* * *

All for Opera

MUSIC and radio editors in the area covered by WOR, New York, have received a press book promoting the *First American Opera Festival* launched last week by WOR on MBS. The book contains a sheaf of news stories, short features, biographies of composers synopses of the operas, mats and photos, and is bound with an old American theatrical print cover. WOR listeners may obtain a four-page illustrated program booklet with notes on the operas and articles, for a three-cent stamp to cover mailing costs.

* * *

P & G Contests

SIX WEEKLY CONTESTS, awarding a total of $51,000 in war bonds to the winners, will be promoted May 23 to June 28 by Procter & Gamble Co., Cincinnati, on three of its radio shows for P&G White Naphtha soap and Ivory Flakes. Programs include *Right to Happiness* and *Pepper Young's Family* on NBC, and *Vic & Sade*, heard via transcription on three Southern stations. Agency in charge is Compton Adv., New York.

* * *

Discs to Heroes' Families

TO FAMILIES of three American war heroes cited for bravery by President Roosevelt in his Fireside Chat, April 28, NBC has sent recordings of portions of the address mentioning their kin. In telegrams advising relatives of the gift, Frank E. Mullen, NBC vice-president and general manager, said that the recordings were being sent in order that the President's remarks "may always live with you".

* * *

Lobby Display

WCAE, Pittsburgh, has arranged a tieup with a local Warner Bros. theatre for a lobby display promotting its new afternoon show, *The Tune Factory*. In conjunction with the display WCAE offers 25 pairs of theatre tickets for best letters answering the question "Why I like the Tune Factory"? Theatre receives plugs on programs.

* * *

Victory in the Homes

OFFER of defense stamps for the two best letters written each day by housewives on what they are doing in their homes to promote victory is made by Marian Sexton, women's commentator of WTAD, Quincy, Ill.

Centennial Celebration

SALUTING the French Bauer Co., Cincinnati milk concern, on its centennial anniversary, WCKY presented a half-hour program to mark the occasion. Featuring music by Bobby B. Baker and his WCKY orchestra and songs by Sylvia Rhodes and Pat Burke, the program was broadcast from the roof of the Hotel Gibson. A script for the occasion was authored by Jerry Belcher with Rex Davis acting as m.c. A second French Bauer centennial broadcast will take place May 12 over WCKY. John Bunker Agency, Cincinnati, is handling both programs.

* * *

WTAG Plaques

WTAG, Worcester, Mass., is promoting itself with bronze plaques containing the station's slogan, "When you buy time, buy an audience." Suitable for display on walls placques are being sent to agencies and timebuyers throughout the country.

NEW SPONSORS

CFOS Signs Men's Club For Newscast Series

"TRYING TO LICK the dropping of revenue due to wartime curtailments by creating new sponsors," CFOS, Owen Sound, Ont., has signed up a young men's service club, Owen Sound Kinsmen, as sponsors of an evening newscast, six-times weekly for six months.

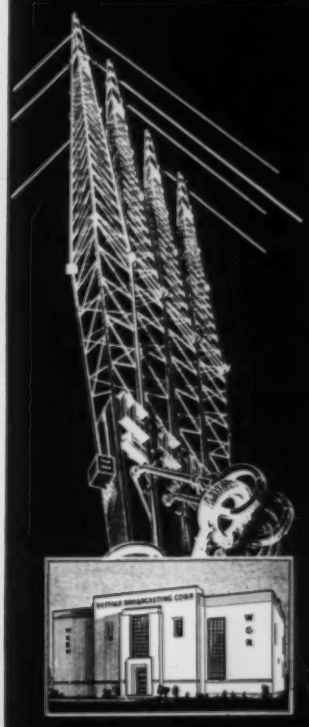
Ralph Snelgrove, CFOS manager, said that members of the club were convinced that sponsoring the feature would bring home forcibly the work done by the club "which would undoubtedly increase their prestige in the city." The program also promotes club events such as bingos, music recitals and the club's "milk For Britain" fund.

BROCHURES

BLUE: Map showing coincidence of location of BLUE stations and of war production areas in which, says the accompanying memo, 86,000,000 people live.

ARIZONA NETWORK — Broadside giving area and power of KOY, Tucson, KSUN, Bisbee-Lowell, and KTUC, Tucson.

the Favorite
ROCHESTER STATION
With Both LOCAL and NATIONAL Program Sponsors
There must be a reason for such Preference . . . Investigate Yourself!
BASIC CBS
WHEC
ROCHESTER, N.Y.

Buffalo's FIRST for Regional COVERAGE
5000 Watts by Day
1000 Watts Directionally Intensified by Night
WGR 550 K.C.
BASIC MUTUAL NETWORK STATION

New $350,000 Transmitter Plant
BUFFALO BROADCASTING CORPORATION

LaGUARDIA ERRORS RECITED BY WCCO

MAYOR LaGUARDIA was in error on two counts in his fight before the FCC April 29 for full-time operation of WNYC, New York municipal station, it was charged by Earl H. Gammons, manager of WCCO, Minneapolis, dominant station on the 830 kc. clear channel on which WNYC seeks operation after 11 p.m. New York time [BROADCASTING, May 4].

Mr. Gammons attacked the Mayor's statement that "there are too many stations of CBS (WCCO owner) in the Minnesota area to be wholesome" by pointing out that CBS has two stations in the State—WCCO and KDAL, Duluth, which has limited local coverage.

Second Error

"The Mayor," Mr. Gammons said, "made his second error in proclaiming that his is a public owned station operated only for public service compared with WCCO being a private enterprise. The mayor," Mr. Gammons contended, "knows that both WNYC and WCCO are licensed equally in the public interest, convenience and necessity, and must operate wholly on that basis."

Reiterating the statement of Duke M. Patrick, CBS counsel who testified at the hearing in behalf of WCCO, that the Mayor should "seek use of a New York station frequency and keep the issue there" Mr. Gammons said that "when it is considered that WNYC has at no time been licensed to operate after sundown on the WCCO frequency and that it once had the fulltime frequency it gave away to WMCA in New York, I am sure New Yorkers will wonder why their Mayor doesn't apply to the FCC for assignment of one of the many existing fulltime wavelengths now allotted to privately operated stations in this area."

SLICING VICTORY CAKE presented to him as a parting shot, Phil Becker, chief announcer at WTIC, Hartford, is distributing portions of cake baked by Nan Clarke, women's program conductor. At the parting were (l to r): Ben Hawthorne, Bob Tyrol, Carl Noyes, Mr. Becker, Fred Edwards, Miss Clarke, Thomas C. McCray, program manager, and Wesley Griswold. Party was given before his induction.

New Wine Series

ROBINSON-LLOYD Ltd., New York, on May 4 started a 52-week campaign for its Dry Imperator New York State Champagne, using a quarter-hour thrice-weekly of the *Dance Parade* noon program on WHEN, New York. Agency in charge is Walter W. Wiley Adv., New York.

Borden Serial on WOR

RETURNING to MBS on a local sponsorship basis, *Bulldog Drummond* starts on WOR, New York, May 25, sponsored by the Pioneer Ice Cream Division of the Borden Co., New York (Horton's Ice Cream), and will be heard Monday, 8:30-9 p.m. The show went off MBS March 22 with the completion of a series sponsored by Howard Clothes, Brooklyn (men's clothes) on 8 MBS outlets. Program is controlled and sold on a cooperating basis by Redfield-Johnstone, New York. Young & Rubicam, New York, is agency for Horton's.

Night Baseball Future To Rest on Army Test

FUTURE of night baseball broadcasts in Philadelphia will depend on a test to be made by Army officials May 22 when the first arc-light game of the season will be played by the Phils and the Boston Braves. Both the Athletics and Phils games are keyed by WIBG, Glenside, Pa., for a regional 11 station network in the area, sponsored by General Mills and Atlantic Refining Co.

"If the reflection of the Shibe Park lights can be seen down the bay [Delaware River bay]," said Lt. Col. James P. Wharton, "it will mean that no other night games will be permitted in Philadelphia during the war. However, if the lights cannot be seen in the coastal dim-out region, the night games will be permitted as scheduled." The test was decided upon after dim-out regulations were adopted in New York, which may prevent any night games there.

Falvey Stricken

J. D. (Jack) FALVEY, owner and manager of KBIZ, Ottumwa, Ia., was stricken with a heart attack during a recent broadcast and is expected to be inactive for the next eight months, according to his doctors. After three weeks in the hospital, he has been removed to his home awaiting doctor's order for a prolonged rest period. In his absence from KBIZ, Em Owen, commercial manager, will act as general manager.

In St. Louis

More **MUSIC**

More **NEWS**

More **SPORTS**

Than Any Other Network Station

ST. LOUIS

KWK — **MUTUAL**

WELCOME NAB!
We'll all be at home.
Drop in and see
us.. for sure!!
VERNON H. PRIBBLE, Manager
·WTAM·
NBC BUILDING·CLEVELAND

WTAM

Covington, Va., Local Purchased for $15,000

SALE of WJMA, Covington, Va., to Earl M. Key, an electrical contractor and appliance dealer, for $15,000 was approved last Tuesday by the FCC. Selling are John Arrington, general manager of the station, and his wife, Marcia. WJMA operates on 1340 kc. with 250 watts and is less than a year old, having been granted by the FCC on April 22, 1941. The station was constructed in record-breaking time going on a month later.

The Arringtons were formerly operators of WCHV, Charlottesville, Va. Mr. Arrington at one time was general manager of WGOV, Valdosta, Ga., and from 1935 to 1939 was with WIOD, Miami.

TO SPUR delinquent tax payments to the State, the Colorado Dept. of Revenue is sponsoring a series of announcements on KOA, Denver.

Competence of FCC

(Continued from page 44)

blame. To a great extent, however, the responsibility must fall elsewhere. Certain of the matters which must be investigated in order to arrive at a conclusion which considers all relevant factors and facts are outside the Commission's jurisdiction. The Commission must try to arrive at conclusions on the basis of evidence which it is entitled by law to determine. It can legally go no further. It can go further only off the record. It may have done this. Whether or not it has done so is not known. If it has, then the Commission has exceeded the authority given to it by Congress and must be condemned. If it has not, then it has acted without proper examination and must be condemned.

The Commission is thus placed in a position from which it is most difficult to take action. The solution would seem to be for Congress to outline a policy for the regulation of network broadcasting. It has never done this. Section 303(i) means, according to the Commission, extremely broad jurisdiction, and, according to the networks, extremely narrow jurisdiction.

It is up to Congress to decide whether network broadcasting needs any regulation or not. If it does, then the Commission must be given the necessary jurisdiction, jurisdiction which is clear enough so that the Commission knows what it can regulate and what it cannot regulate, and jurisdiction which is broad enough so that it can make a proper examination before it regulates.

TO COMPENSATE for the shortage of accredited nutrition teachers, the American Red Cross is conducting a weekly series of nutrition programs on MBS, originating from WGN, Chicago.

12 good reasons why you should use WQXR . . .

1. MARTINSON'S COFFEE **292** *weeks on* WQXR	2. VENIDA TISSUES **290** *weeks on* WQXR	3. STROMBERG-CARLSON RADIOS **141** *weeks on* WQXR	4. G & D WINES AND VERMOUTH **137** *weeks on* WQXR
5. WILLIAMS SHAVING PREPARATIONS **112** *weeks on* WQXR	6. BOTANY WORSTED MILLS **112** *weeks on* WQXR	7. FELS NAPTHA SOAP **105** *weeks on* WQXR	8. GENERAL FOODS CORP **88** *weeks on* WQXR
9. SCHRAFFT'S RESTAURANTS **74** *weeks on* WQXR	10. GULDEN'S MUSTARD **66** *weeks on* WQXR	11. JERGENS-WOODBURY BEAUTY AIDS **62** *weeks on* WQXR	12. WELCH'S GRAPE JUICE **41** *weeks on* WQXR

Other Clients Now Using WQXR:
PEPSI - COLA
RUPPERT BEER
VICTOR RECORDS
KRE - MEL DESSERT
DUNHILL CIGARETTES
BEECHNUT CHEWING GUM

10,000 WATTS NIGHT AND DAY CLEAR CHANNEL
WQXR
"MUSIC SELLS THE WORLD'S GREATEST MARKET"

SUMMER TRAINING IN RADIO PLANNED

COOPERATING with Northwestern U, Evanston, Ill., NBC-Chicago will provide instructors and use of its studios for the university's Summer Radio Institute, an intensive eight-week course to train radio personnel to replace those called for military and civilian war duty.

Employes of stations or networks and selected students from high schools and colleges will be eligible for enrollment which closes June 1, according to Albert Crews, director of the institute. Classes start June 22 and include radio writing, acting, announcing, production, direction, administration and public service program planning and production. Lectures will be held on the Northwestern campus, and studio work will be in NBC-Chicago studios.

Instructors wil be: Public service programs, Judith Waller, public service program director of NBC-Chicago, and Parker Wheatley, radio director of the university; radio production, Wynn Wright, production director of NBC; announcing, Charles C. Urquhart, assistant production manager; acting, Martin Magner of the production staff of NBC; writing, Albert Crews, director of the university Radio Play Shop. Class work will be supplemented with special lectures by other prominent men and women in radio.

NYU Workshop

SUMMER RADIO WORKSHOP of New York U will offer six weeks of intensive training in broadcasting techniques for its ninth season, starting July 6. In addition to regular courses in radio writing and producing, the workshop's program will include a series of lectures on radio in wartime. Members of the teaching staff include: Earle Lewis McGill, CBS casting director; Luella Hoskins, instructor in radio at NYU and former member of the Radio Council of the Chicago Public Schools; Rudolph R. A. Schramm, formerly assistant director of the radio division of the U. S. Office of Education; A. Murray Dyer, CBS staff script writer; Charles Jackson, freelance script writer and former member of the radio staff of the OFF.

Receivers in Canada

WHEN PRESENT supplies of prefabricated parts in radio receivers are used up by radio manufacturers in Canada, the production of household radios will cease for the duration, Alan H. Williamson, Controller of Supplies in the Department of Munitions & Supply, announced in Ottawa last week. He anticipates that present supplies will be used up before the end of 1942.

Red Cross-MBS Voices

AMERICAN RED CROSS, as official liaison agent between troops and their families, will cooperate in a project initiated by MBS a month ago to bring recordings of the voices of American soldiers in Australia to the men's families at home. Mutual broadcasts messages from servicemen in Australia five-times weekly, and many affiliates carrying the program have been sending recordings of "local boys'" voices to the men's relatives. The actual presentation of the gifts will now be made by the Red Cross.

We meet again

We meet for the twentieth time . . . a great industry in annual convention.

When last we met there were many issues. ASCAP, Newspaper Ownership, Musicians, Monopoly . . . each occupied an important place on the agenda.

The year gone by has erased some of these issues, introduced others. It is hard to forget them.

Today it is our duty, in the midst of our lesser problems, to remember the one big issue. Nothing that we say or do must impede it.

That issue is VICTORY.

BROADCASTING

AGENCY Appointments

FOREMAN & CLARK, Los Angeles (chain clothiers), to Botsford, Constantine & Gardner, Los Angeles. Radio will be continued, along with other media.

BELMONT LABS., Detroit, to Smith & Sweeney, New York, to introduce in the Metropolitan New York market Belo brand food products.

JACQUES FERBER, Philadelphia (furs), to J. M. Korn Adv. Agency, Philadelphia.

CORN FIX Co., Newark (corn remover), to J. M. Korn Inc., Philadelphia. A newspaper and radio schedule is being prepared.

KREMOLA Co., Chicago, to M. A. Ring Co., Chicago.

McMILLEN FEED MILLS, Fort Wayne, to Sherman K. Ellis & Co., Chicago, for Dogburger dog food.

RETURNING to its former schedule, *People's Platform*, CBS program, will be heard Saturday, 7-7:30 p.m. starting May 16. Program is currently heard Thursday, 8:30-8:55 p.m.

Colgate Names Esty

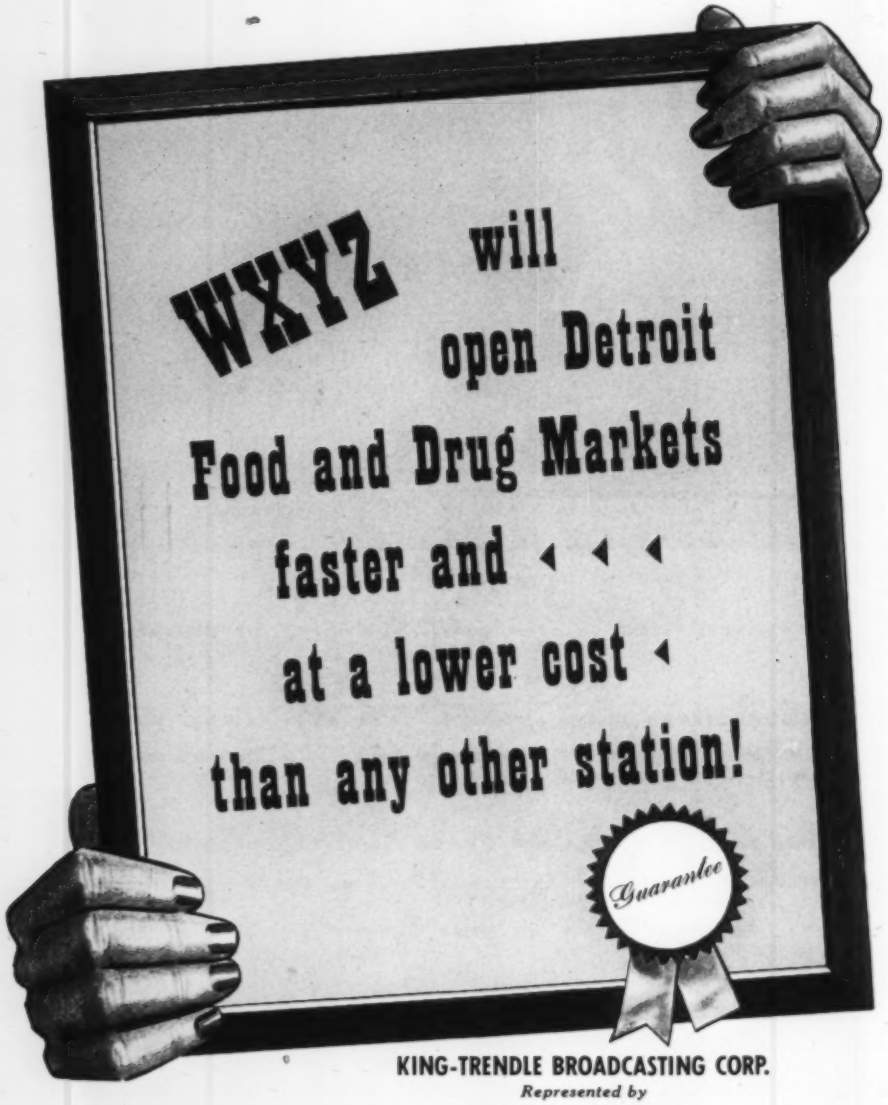
COLGATE - PALMOLIVE - PEET Co., Jersey City, has named Wm. Esty & Co., New York, as agency for Super Suds, currently promoted on the NBC five times weekly serial *Bess Johnson*. No new plans announced as yet. The shift of Super Suds from Sherman & Marquette, Chicago, was announced by Robert E. Lusk, CPP vice-president, who stated that S & M would continue to handle the Colgate products, including Colgate Tooth Powder, Halo shampoo, Colgate shaving cream, Cashmere Bouquet soap and toilet preparations.

SIX FINALISTS of the National Extempore-Discussion Contest, sponsored by the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee), will speak on the May 14th *America's Town Meeting of the Air* on 129 stations of the BLUE. Subject will be "How Can the Americas Best Safeguard Their Future?" and will be divided into six related subjects concerning South America.

REV. FULLER'S PRAISE
Cleric Lauds MBS, Sharply Hits Other Nets

RADIO WAS BOTH praised and attacked by Rev. Charles E. Fuller, Los Angeles radio preacher, at two revival meetings held May 3 at the Philadelphia Convention Hall by the Christ for Philadelphia Committee. "Of the three national networks," said the radio evangelist to the crowd of 12,000 attending the two meetings, "there is only one that will accept any religious program. Thank God for Mutual."

Rev. Fuller conducts, it was stated, the *Old-Fashioned Revival Hour* over 406 stations in the Midwest and West, and charged that a coast-to-coast national network was refused him by both NBC and the Blue Network. "There are thousands who would never think of darkening the door of a church, but will sit at home and listen by the hour to religious programs," he said.



KING-TRENDLE BROADCASTING CORP.
Represented by
PAUL H. RAYMER COMPANY

KTTS GOES ON AIR IN SPRINGFIELD, MO.

KTTS, third station in Springfield, Mo., was scheduled to begin operation last week with G. Pearson Ward, minority stockholder and local business man, as general manager. KTTS was granted last Sept. 9 to Independent Broadcasting Co. for 250 watts on 1400 kc. [BROADCASTING, Sept. 15, 1941]. President and 50% stockholder is J. H. G. Cooper, local plumbing and heating equipment wholesaler. Other principals are Irving H. Schwab, attorney, vice-president and 18% stockholder, and seven minor stockholders.

Mr. Ward, who in the pioneer days of radio was manager of the old WIAI from 1922 to 1926 and owner-operator of KFUV in 1926-27, announced that J. L. Guyant, formerly of a local piano company, has been named commercial manager. Other staff selections include Elda Oswald, previously of KWOS, Jefferson City, Mo., program and promotional director; Frank Barker, new to radio, technician; Carl Warren, formerly of KDKA, Ada, Okla., technician; William Curry, new to radio, technician.

KTTS is housed in the Chamber of Commerce Bldg. where complete RCA equipment has been installed. Tower is a 150-foot Blaw-Knox atop the building. INS news service and World transcription library are being used.

Back From Sweden

STORIES of sagging Nazi morale are just "storybook tales", according to Mrs. Josephine Anderson (Jo Denman), NBC correspondent in Stockholm, who returned to this country recently with her two-year-old daughter. Belief of diplomats in Sweden, one of the few remaining neutral countries and an excellent "listening post", is that only a decisive military setback can crack Nazi morale, she said. "Sweden is taking every means to remain neutral," she reported, "and will fight any invader, whether Axis or Allied." Mrs. Anderson believes the sympathies of its people are with the United Nations. Mrs. Anderson and her daughter will visit relatives in Santa Barbara, Cal. Her husband, David Anderson, remains in Stockholm as NBC correspondent.

Dickson Interned

JOHN PAUL DICKSON, former Mutual correspondent in Berlin, who was unable to leave Germany after war was declared, is interned there by the Nazis, according to reports from the International Red Cross committee in Geneva, which stated Dickson is now in Bad Nauheim with the diplomatic corps.

Shell Cancels in East

SHELL OIL Co., New York, last week announced it is cancelling its spring schedule of spot announcements on stations in the eastern states, probably because of Government gas rationing plans. The one-minute transcriptions will continue in other parts of the country for the present. The total list of stations used was not revealed by J. Walter Thompson Co., New York.

GOING PLACES!

PATSY BAUMAN
of the KGW-KEX staff, just selected official "Sweetheart of the Portland Service Men"

★ KGW and KEX are meeting the challenge of the times alertly and aggressively. During the spring and summer the stations are conducting an intensive promotion and publicity campaign using virtually all available advertising media and making contact with the public in hundreds of different ways.

New public service programs have been launched in keeping with present conditions. For instance, KGW is now on a 24-hour schedule, serving shipyard workers and others on the "swing" shift. New personalities have been added, such as James Abbe, nationally-known writer and commentator on foreign affairs; Jim Nolan, heard each Sunday night on the entire western portion of the BLUE network; the Smith Sisters, vocal trio; and the servicemen's "Sweetheart", Patsy Bauman.

All this adds up to one thing—KGW and KEX deliver greater value to the advertiser than ever before. We suggest that you get in touch soon with our national representatives.

KGW

"THE KEY TO THE GREAT WEST"
5,000 WATTS—620 KILOCYCLES
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

KEX

"THE VOICE OF THE OREGON COUNTRY"
5,000 WATTS—1190 KILOCYCLES
BLUE NETWORK
Represented Nationally by
The PAUL H. RAYMER CO.

Coast Agency Splits

GERTH-KNOLLIN Adv. Agency, San Francisco and Los Angeles, has been split into two separate agencies, according to an announcement in San Francisco by the former partners, Edwin P. Gerth and James C. Knollin. Each will operate a separate organization—the Knollin Adv. Agency and the Gerth-Pacific Adv. Agency. Both firms will continue at the same addresses—68 Post Street, San Francisco, and 1709 W. Eighth St., Los Angeles. Los Angeles appointments are Herbert O. Nelson and Charles Bowes, respectively.

FULTON LEWIS Jr.
HAS A LARGER NUMBER OF SPONSORS THAN ANY OTHER RADIO PERSONALITY

Satisfied Advertisers Throughout America sponsor FULTON LEWIS jr.

KABC	Wolff & Marx Department Store	WBRK	Rogers Jewelry Company
KALE	Pendleton Woolen Mills	WCAE	P. Lorillard Company
KALE	Men's Hand Laundry	WCOS	Concrete Construction & Supply Company.
KBTM	City Water & Light Plant	WCOU	Rogers Jewelry Company
KDON	Lighthouse Furniture Company*	WDSM	Snyder Drug Store*
KEUB	Italian Swiss Colony Wine*	WENY	Remington Rand Company
KFBI	Derby Oil Company*	WFBR	Studebaker Motor Company
KFEL	American National Bank	WGH	Globe Brewing Company
KFRC	Langendorf Bakeries	WGR	William Simon Brewing Co.
KFRC	Italian Swiss Colony Wine*	WGRC	Kentucky Home Mutual Life Insurance Company
KGB	Italian Swiss Colony Wine*	WHKC	Congress Cigar Company*
KHJ	Italian Swiss Colony Wine*	WHN	P. Lorillard Company
KHJ	Langendorf Bakeries	WJEJ	Caskey Baking Company
KHJ	Associated Dental Company*	WJHP	The Texas Company
KLO	Italian Swiss Colony Wine*	WJZM	Dunlop Milling Company*
KMO	Langendorf Bakeries	WLAP	Graves-Cox Men's Wear Co.*
KOCY	Oklahoma City Federal Savings & Loan Association	WLVA	J. R. Milner & Company*
KOL	William C. McKay Ford Dealer	WMBH	New Bedford Acceptance Corp.
KOYO	Italian Swiss Colony Wine*	WMOB	Julius Goldstein & Son, Inc.
KOY	Italian Swiss Colony Wine*	WMPS	Tennessee Brewing Company
KSAL	Franklin Life Insurance Co.	WNOE	Chattanooga Medicine Co.*
KXRO	Langendorf Bakeries*	WOL	Mazor Furniture Company*
KYOS	Valley Oil Company*	WSAY	First Federal Savings & Loan Association*
WAAB	Victor Coffee Company	WSLS	Shenandoah Life Insurance Co.
WABY	Beverwyck Brewery, Inc.*	WTJS	Pepsi Cola Bottling Company
WATL	Chattanooga Medicine Co.	WTSP	The Texas Company
WBIR	Chattanooga Medicine Co.		
WBML	Macon Gas Company		

PRESIDENT'S NEWS CONFERENCE

CKLW	Wrigley's Markets*	WHBC	First National Bank of Canton*
KMO	Mierow's Jewelry Company*	WMOB	M. Forcheimer Flower Co., Inc.*
WDSM	Lightbody's Women's Dress Shop*	WMPS	Tennessee Brewing Company*

* New sponsors. Within last 9 weeks. (28—count 'em.)

TALENT CHARGE—ONE TIME QUARTER-HOUR RATE PER WEEK
CONTACT • WM. B. DOLPH • WOL
HEURICH BLDG. • WASHINGTON, D. C.

Agencies

CHARLES W. RICE Jr., formerly associate account executive with J. M. Mathes, New York, has been appointed advertising manager of American Viscose Corp., New York. While with Mathes, he handled trade and consumer advertising for American Viscose. Mr. Rice was previously with BBDO, New York, and prior to that was with General Electric Co.

JOHN CLAYTON, space and time-buyer of Weiss & Geller, Chicago, is on leave for military service in the Army Air Force intelligence division, Miami. Stanley Black, production manager, and Mrs. Clayton, new to the agency, have taken over his duties.

JAMES A. McFADDEN, New York vice-president of McKee & Albright, was in Hollywood during early May to consult with Dick Mack, West Coast manager, on summer plans for the *Rudy Vallee Show*, sponsored by National Dairy Products Corp. on the BLUE.

GEORGE STELLMAN, formerly continuity editor of WBBM, Chicago, has joined Blackett-Sample-Hummert, Chicago, as continuity assistant to Max Wylie, radio director. Ward Caille, script writer of WBBM, succeeds him as continuity editor.

MORSE INTERNATIONAL, New York, has moved in to additional office space adjoining its quarters at 122 East 42d St.

WARREN R. LIGHTFOOT, New York advertising firm, has moved from 30 Rockefeller Plaza to larger offices at 1 East 54th St.; phone, Plaza 3-1042.

S. S. PRESTON, vice-president of John Falkner Arndt Agency, Philadelphia, has returned from a trip to the Pacific Coast and to the South in connection with the advertising campaign to be launched shortly for the American Hotels Assn.

WILLIAM H. RANKIN Co., New York, has moved to 101 West 55th St., from 9 Rockefeller Plaza. Tel. number is Circle 7-4914.

JOHN J. HAGAN, formerly director of media of Brown & Thomas Adv. Corp., New York, has joined Lloyd, Chester & Dillingham, New York, in a similar capacity. At one time in the newspaper business in California, Mr. Hagan was previously with White, Lowell & Owen, New York.

HENRY BELLEVILLE, formerly a rewrite man with the defunct Philadelphia *Evening Public Ledger*, has joined the publicity department of N. W. Ayer & Son, Philadelphia.

WALKER SAUSSY-ADV., New Orleans, has announced opening of new offices at 318 Carondelet St. Telephone remains Magnolia 3218.

WEISS & GELLER, New York, has moved from 538 Fifth Ave. to 400 Madison Ave; telephone, Plaza 3-4070.

LEO NEJELSKI, New York and Chicago advertising executive, debuted as a radio playwright last week when the BLUE Theatre Players presented his *Going Home*.

E. N. AXTELL, assistant for the past year to Freeman Keyes, president of Russel M. Seeds Co., Chicago, has been recalled to active duty in the Army as an instructor of military science in the Chicago high schools.

CLAUDINE FRENCH, formerly producer and woman's editor of the Texas State Network, and more recently vice-president in charge of radio for Grant Adv., Dallas, has joined the radio department of Hillman-Shane-Breyer, Los Angeles.

M. H. KELSO Co., Los Angeles agency, has been organized with offices at 3445 W. Eighth St. Telephone is Federal 3557. Charles E. Jones, formerly in the advertising department of midwestern newspapers, is manager. Virginia Marie Cooke is radio director. She was formerly with Walter K. Neill Inc., Los Angeles agency, recently disbanded. New firm has been appointed to service the account of Nesbitt Fruit Products, Los Angeles (beverages), with an extensive summer radio campaign planned.

WALTER K. NEILL Inc., Los Angeles agency, has been discontinued for the duration. Mr. Neill is now engaged in war work in Washington.

Morgan Agency Leaves Blue Program of WPB

WITHDRAWAL of Raymond R. Morgan Co., Hollywood agency, from production of the weekly half-hour War Production Board radio program, *Three Thirds of a Nation*, on BLUE stations was announced May 2 by Raymond Morgan, head of the firm. A disagreement regarding matters of policy in connection with the show was responsible for the decision, he stated. Raymond R. Morgan Co. has been in charge of WPB radio on the West Coast, and whether it will continue to handle production of transcriptions and other programs was not revealed.

Designed to acquaint the public with the war potential of their daily sacrifices, the dramatic series was inaugurated April 22. William N. Robson, WPB radio consultant, and formerly New York radio director of Lennen & Mitchell, produced the two initial broadcasts. John Nelson, radio director and producer of Raymond R. Morgan Co., was to have produced balance of the series, with discord meanwhile reported in the production setup. Sam Pierce, formerly Hollywood manager-producer of Lennen & Mitchell, is now producing. Dorothea J. Lewis of the WPB radio section is script writer. Leith Stevens is musical director, with cast supplied through the Hollywood Victory Committee.

Wartime Ads Urged

RESOLUTION urging advertisers to continue their normal advertising schedules during wartime was presented May 1 to the New York Federation of Women's Clubs by Mrs. Joseph E. Goodbar, chairman of the club's radio committee. Stating that any material interruption of normal advertising will have a "detrimental effect on the morale of the home", the resolution pointed out that "women determine the selection of purchases which include more than 80% of the merchandise customarily advertised" as well as the fact that business activities should "be preserved for the good of defense activities, and positions held ready for our war workers when war is ended."

Cone to Chicago

FAIRFAX M. CONE, vice-president and copy chief of the entire Lord & Thomas organization, moved May 6 from New York to the Chicago office, and has added to his duties some activities of R. R. Faryon, formerly vice-president, who resigned [BROADCASTING, April 13] to become general manager and vice-president of Quaker Oats Co., Canada.

WORLD'S
LARGEST MANUFACTURERS OF

SOUND RECORDING EQUIPMENT and DISCS

PRESTO RECORDING CORPORATION

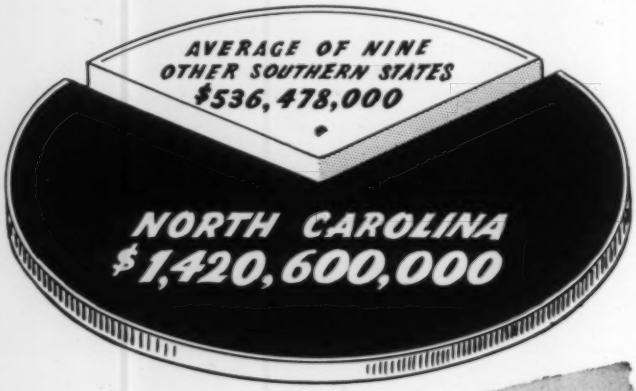
242 West 55th Street

New York, N. Y., U. S. A.

PRESTO EXHIBIT
ROOMS 543-5
HOTEL STATLER
N. A. B. CONVENTION

NORTH CAROLINA IS THE SOUTH'S NO. 1 INDUSTRIAL STATE!

VALUE OF MANUFACTURED PRODUCTS
Source: Census of Manufactures, 1939



WPTF in Raleigh is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red 50,000 Watts

FREE & PETERS, Inc., National Representatives

Benefit Dinner

UNDER sponsorship of the Radio, Film, Theatre and Arts Division of Russian War Relief, a dinner will be held May 18 at the Waldorf-Astoria Hotel, New York, to announce plans for increased participation by the entertainment and allied industries in the work of the relief organization to raise $6,000,000 during 1942. Co-chairman of the Radio Division is Thomas F. Harrington, vice-president and radio director of Young & Rubicam, New York, while included on the list of vice-chairmen are such radio executives and talent as James Rowland Angell, NBC; Norman Corwin, CBS; Andre Kostelanetz, orchestra conductor; Oscar Levant, composer-pianist; Harold L. McClinton, N. W. Ayer & Son, and Theodore C. Streibert, general manager of WOR, New York.

Radio Committee Named For Navy Relief Drive

FORMATION of a committee representing the radio systems to aid in the nationwide campaign of the National Citizens Committee to raise $5,000,000 for the Navy Relief Society was announced last week by Clarence Dillon, national chairman. Similar committees for outdoor advertising and transportation groups were also established.

The radio system committee comprises: Alfred J. McCosker, MBS and WOR; Clair R. McCullough, WGAL and Mason-Dixon Group; Neville Miller, NAB; William S. Paley, CBS; John Shepard 3d, Yankee Network; Niles Trammel, NBC; Mark J. Woods, BLUE.

Canada Charity Appeals Subject to Registration

APPEALS for subscriptions and donations of all kinds, except for recognized war charities, must in future first be approved by the Canadian Broadcasting Corp., according to a new ruling which goes into effect May 15. A circular to this effect has been sent out from Toronto by J. R. Radford, CBC supervisor of station relations. The new regulation will be known as 7(L), and reads:

7. No one shall broadcast (L) Any Appeal for donations or subscriptions in money or in kind without having first obtained the consent in writing of the General Manager except an appeal 'on behalf of' a war charity fund registered under the War Charities Act, 1939 or a joint appeal 'on behalf of' two or more charities made with the approval of the municipality or other local authority in which the appeal is made."

CIAA's Coast Offices

JACK RUNYON, formerly radio director of Ted Bates Inc., New York, and recently appointed to the radio division of the Committee on Inter-American Affairs, is in Hollywood establishing West Coast offices. His duties will include clearance of talent and direction of programs for shortwaving to Latin-American countries. He will also work on the division's radio programs in this country and will be associated with David Hopkins of the Motion Picture Society for the Americas.

CHOV, new station at Pembroke, Ont., has appointed Joseph Hershey McGillvra as exclusive national representative in the United States.

Meet the LADIES

VIRGINIA LAWSON SKINNER

FORMER associate director of the consumer division of the *Woman's Home Companion*, Virginia Lawson Skinner, is now a member of the staff of WTRY, Troy, N. Y., conducting a daily food program for the Schaffer Stores Inc., of Schenectady.

One of her pleasant recollections is that of knowing General Douglas MacArthur while her army family was stationed in the Philippines in 1930. She frequently saw MacArthur playing tennis with some of his junior officers. Completely unruffled by the exertion as they sweated and puffed, MacArthur could always blast the ball all over the court with a skill that even a Don Budge or Fred Perry would admire.

Using the nom de radio "Jean Lawrence," Mrs. Skinner is devoting her radio program to food as a weapon in the war. In addition to the daily broadcast, she has a well-filled engagement book of appearances as speaker before women's clubs and other groups.

21 From Staff of WGN Now in Armed Services

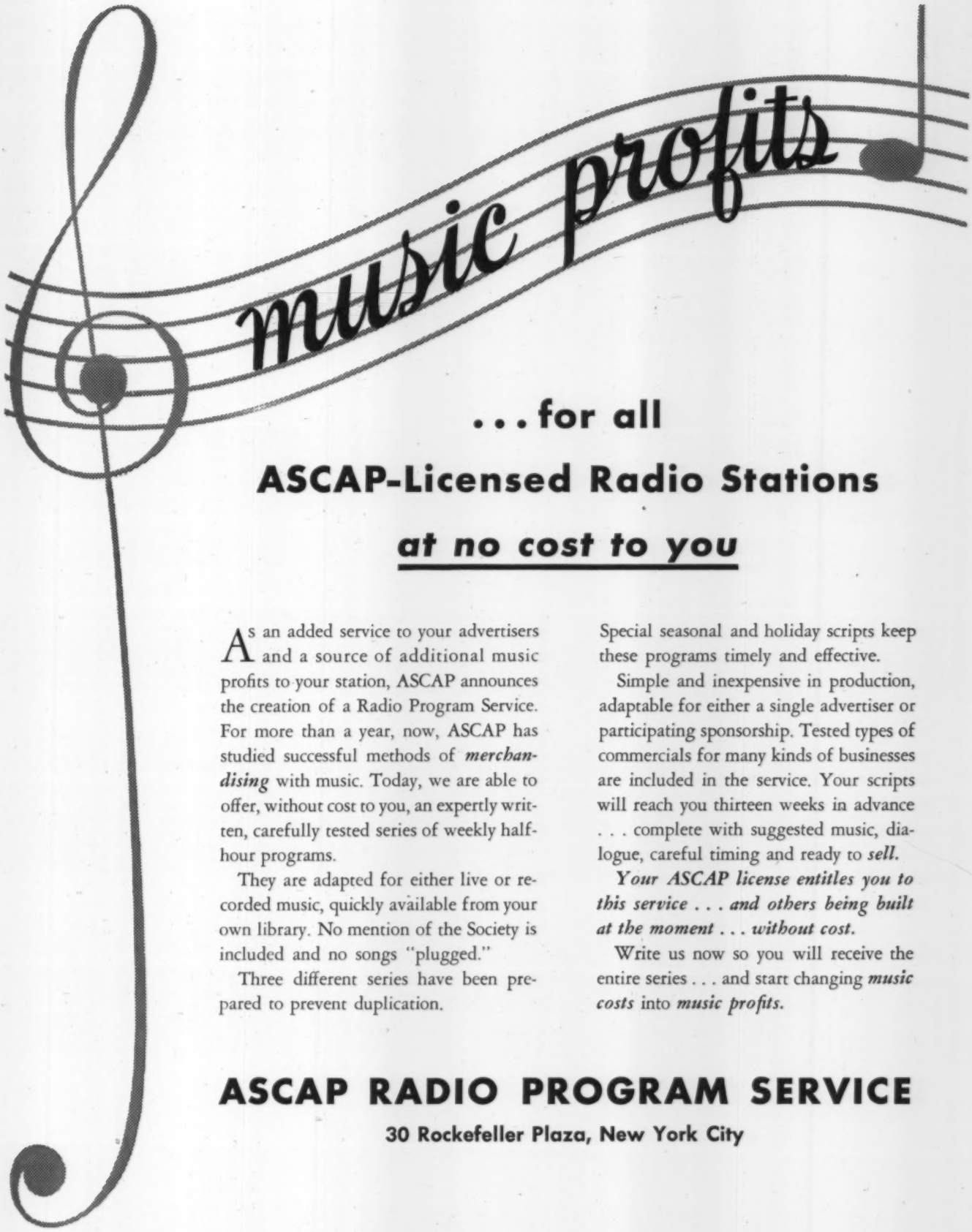
WGN, Chicago, reports 21 men now in the armed forces. They are:

Army: Lt. Spencer Allen, announcer, Ft. Monmouth, N. J.; William Six and Woodrow R. Crane, engineers, 6th Corps Area quartermaster depot, Chicago; Frazier Leslie, engineer, Signal Corps; Lt. William Denslow, Ft. Meade, Md.; Lt. Noel B. Gerson, aide-de-camp to Brig. Gen. Gunther, Civic Opera Bldg., Chicago; Corp. Robert Hibbard; newsroom, 6th Corps Area, Chicago; Pvts. John D. Hess, Camp Polk, La.; John A. Martin, headquarters, Camp Grant, Ill.; Earl P. Schwartzkopf, no address; Cyril C. Wagner, Jefferson Barracks, Mo.

Army Air Force: Pvt. William C. Hodapp, Randolph Field; Larry Smith, Victory Field, Vernon, Tex.

Coast Guard: Lt. Blair Walliser, public relations, Chicago; Edward P. Rowe, New York.

Navy: Ensign Robert J. Doyle, naval aviation selection service, and Paul F. Dempsey, Midshipmen's School, Chicago; Ensign Walter E. Phillips, engineer, Brunswick, Me.; Yeoman First Class William A. Buchanan, newsroom, Indianapolis; Yeoman 3rd Class, Richard W. Phillips, photographer, Great Lakes; Barrett Schillo, engineer, Radioman 1st Class, Navy Air Station, Norfolk.



. . . for all

ASCAP-Licensed Radio Stations

at no cost to you

As an added service to your advertisers and a source of additional music profits to your station, ASCAP announces the creation of a Radio Program Service. For more than a year, now, ASCAP has studied successful methods of ***merchandising*** with music. Today, we are able to offer, without cost to you, an expertly written, carefully tested series of weekly half-hour programs.

They are adapted for either live or recorded music, quickly available from your own library. No mention of the Society is included and no songs "plugged."

Three different series have been prepared to prevent duplication.

Special seasonal and holiday scripts keep these programs timely and effective.

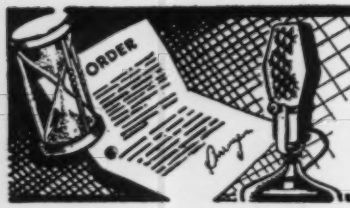
Simple and inexpensive in production, adaptable for either a single advertiser or participating sponsorship. Tested types of commercials for many kinds of businesses are included in the service. Your scripts will reach you thirteen weeks in advance . . . complete with suggested music, dialogue, careful timing and ready to ***sell.***

Your ASCAP license entitles you to this service . . . and others being built at the moment . . . without cost.

Write us now so you will receive the entire series . . . and start changing ***music costs*** into ***music profits.***

ASCAP RADIO PROGRAM SERVICE

30 Rockefeller Plaza, New York City



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KQW, San Jose

Quaker Oats Co., Chicago (Sparkies) 6 *sp* weekly, thru Ruthrauff & Ryan, Chicago.
MacFadden Publications, Inc., New York (True Story), *sa*, thru Arthur Kudner, N. Y.
McIlhenny Co., Avery Island, La. (Tobasco sauce), 4 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.
Procter & Gamble, Cincinnati, Ohio (Lava soap), 5 *sa* weekly, thru The Biow Co., N. Y.
Lever Bros., Cambridge, Mass., 7 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Lady Esther Co., Evanston (cosmetics), 2 *sa* weekly, thru Pedlar & Ryan, N. Y.
Procter & Gamble, Cincinnati (Duz), 2 *sa* weekly, thru Compton Advertising, N. Y.
Planters Nut and Chocolate Co., Wilkes-Barre, Pa. (Planter's Peanuts), 3 *sp* weekly, thru Raymond R. Morgan, Los Angeles.
Coast Cigar Co., San Francisco (Natividad Cigars), 3 *sa* weekly, thru Brisacher, Davis & Staff, San Francisco.

KFRC, San Francisco

Fisher Flouring Mills Co., Seattle (Biskit-Mix flour), weekly *sp*, thru The Izzard Co., Seattle.
Fox West Coast Theaters, San Francisco (movie chain), 6 *sp* weekly, direct.
O'Sullivan Rubber Co., New York, 5 *ta* weekly, thru Bermingham, Castleman & Pierce, N. Y.
McKesson and Robbins, New York (Soretone), 5 *ta* weekly, thru J. D. Tarcher Adv., N. Y.
McIlhenny Co., Chicago (tobasco sauce), 5 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.
Procter & Gamble, New York (Lava soap), 5 *ta* weekly, thru Biow Co., N. Y.
Reid Murdoch & Co., Chicago (Monarch Finer Foods), 26 *sa* weekly, thru Rogers & Smith, Chicago.
American Cigarette & Cigar Co., New York (Fall Mall cigarettes), 30 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

KMJ, Fresno

Chris Hansen Laboratories, New York (Junket), 2 *ta* weekly, thru Mitchell-Faust, Chicago.
Aircraft Spotters Guild, New York (book), 6 *ta* weekly, thru Huber Hoge & Sons, N. Y.
Kellogg Co., Battle Creek (Pep), 10 *ta* weekly, thru Kenyon & Eckhardt Co., N. Y.
Lever Bros., Boston (Swan soap), 9 *ta* weekly, thru Young & Rubicam, N. Y.
Ex Lax Inc., New York (proprietary) 5 *ta* weekly, thru Joseph Katz Co., N. Y.

KFI, Los Angeles

Kellogg Co., Battle Creek (Pep), 11 *ta* weekly, thru Kenyon & Eckhardt, N. Y.
Axton-Fisher Tobacco Co., Louisville (Twenty Grand cigarettes), 8 *sa* weekly, *sp* weekly, thru McCann-Erickson, Chicago.
Petrol Corp., Los Angeles (gasoline), weekly *sp*, thru Dana Jones Co., Los Angeles.

KHJ, Hollywood

O'Sullivan Rubber Co., Winchester, Va. (heels & soles), 7 *ta* weekly, thru Bermingham Castleman & Pierce, N. Y.
Sparkletts Drinking Water Corp., Los Angeles (Sparkeeta), 5 *sp* weekly, thru Raymond R. Morgan Co., Hollywood.
Santa Fe Transportation Co., Los Angeles weekly *t*, thru Ferry-Hanley Co., Los Angeles.

WABC, New York

Loew's, New York ("Gone with the Wind"), 3 *sa* weekly, thru Donahue & Coe, N. Y.

WFIL, Philadelphia

MacFadden Publications, New York (*Liberty*), 1 *sp* weekly, 52 weeks, Erwin, Wasey Co., N. Y.
Wm. Gretz Brewing Co., Philadelphia (beer), 3 *sp* weekly, 13 weeks, thru Howard Seberhagen, Philadelphia.
Quaker Oats Co., Chicago (Sparkies), 6 *sp* weekly, for 9 weeks, thru Ruthrauff & Ryan, Chicago.
Philadelphia & Western Co., Philadelphia (transportation), 1 *sp* weekly, for 44 weeks, placed direct.
Norwich Pharmacal Co., Norwich, N. Y. (Pepto-Bismol), 5 *sa* weekly, for 20 weeks, thru L. C. Gumbiner, N. Y.

KECA, Los Angeles

Pacific States Loan Co., Los Angeles (personal loans), weekly *sp*, thru Allied Adv. Agencies, Los Angeles.
Nassour Bros., Los Angeles (toiletries), 2 *sp* weekly, thru Milton Weinberg Co., Los Angeles.
California Aircraft Institute, Los Angeles (school), 3 *sp* weekly, thru Hillman-Shane-Breyer Inc., Los Angeles.
Frito Co., Dallas (salted corn chips), 3 *sp* weekly, thru Ray K. Glenn Adv. Co., Dallas.

WKZO, Kalamazoo

Fox De Luxe Brewing Co., Chicago, 48 *ta* weekly, thru Schwimmer & Scott, Chicago.
Drewry's Ltd., South Bend, 2 *ta* weekly, 13 weeks thru R. A. Moritz, Davenport, Ia.
Standard Oil Co., New York, 6 *ta* weekly, 13 weeks, thru McCann-Erickson, Chicago.

WTAD, Quincy

Socony-Vacuum Co., New York, 6 *sp* weekly, 52 weeks, thru J. Stirling Getchell, N. Y.
Sunway Vitamins Co., Chicago, daily *sp*, 52 weeks, thru Sorensen Co., Chicago.
Phillips Petroleum Co., Bartlesville, Okla., weekly *sp*, 52 weeks, thru Lambert Feasley, N. Y.

WJEJ, Hagerstown

Adam Scheidt Brewing Co., Norristown, Pa. (Valley Forge beer), 313 *sa*, direct.
Stegmaier Brewing Co., Wilkes-Barre, 208 *ta*, thru Crolly Agency, Wilkes-Barre.
Cumberland Brewing Co., Cumberland, Md., 6 *sp* weekly, 52 weeks, thru Wilbur K. Bishop, Cumberland.

WEAF, New York

Loew's Inc., New York ("Gone With the Wind"), 6 *sa* weekly, thru Donahue & Coe, N. Y.
Manhattan Soap Co., New York (Sweetheart Soap), 5 *sa* weekly, thru Franklin Bruck, New York.

WJZ, New York

Procter & Gamble Co., Cincinnati (Lava soap), 10 *ta* weekly, 52 weeks, thru Biow Co., N. Y.

WHO, Des Moines

Lever Bros. Co., Cambridge (Spry & Rinso), 12 *ta* weekly, 153 times, thru Young & Rubicam, N. Y.
Procter & Gamble, Cincinnati (Lava soap), 3 *sa* weekly, 52 weeks, thru Compton Adv. Agency, N. Y.
Consolidated Products Co., Peoria (seeds), 3 *sa* weekly, 13 weeks, thru Mace Adv. Agency, Peoria.

WFDF, Flint

Altes Brewing Co., Detroit, 15 *sa* weekly, 10 weeks, thru McCann-Erickson, Detroit.
Feminine Products Inc., New York (Arrid), 3 *sa* weekly, 52 weeks, thru Small & Seiffer, N. Y.
Kellogg Co., Battle Creek (cornflakes), 10 *sa* weekly, 20 weeks, thru J. Walter Thompson Co., Chicago.

WRC, Washington

Manhattan Soap Co., New York (Sweetheart), 3 *sa* weekly, 10 weeks, thru Franklin Bruck, N. Y.
Loew's Inc., New York ("Gone With the Wind"), 4 *sa*, thru Donahue & Coe, N. Y.
O'Sullivan Rubber Co., New York, *sa* weekly, 10 weeks, thru Bermingham, Castleman & Pierce, N. Y.

KFBK, Sacramento

Langendorf United Bakeries, San Francisco (bread), 4 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.
Rainier Brewing Co., Los Angeles (beer), 6 *sa* weekly, thru Buchanan & Company, Los Angeles.

WLAW, Lawrence, Mass,

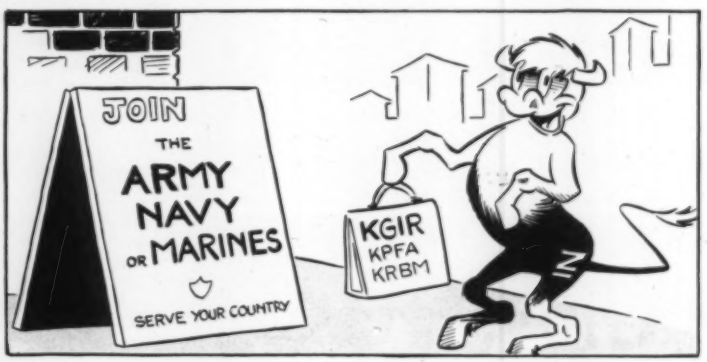
Marlin Firearms Co., New Haven (Marlin Blades), 6 *sa* weekly, 13 weeks, thru Craven & Hendrick, N. Y.
Lever Bros. Co., Cambridge (Swan Soap), 10 *ta* weekly, 13 weeks, thru Young & Rubicam N. Y.

WMAL, Washington

American Chicle Co., New York (Dentyne & Chiclets), *sp* daily, 21 weeks, thru Badger, Browning & Hersey, N. Y.

Disc Theme Numbers

THAT stations may offer continuity programs in the Standard Transcription Library to prospective sponsors as a complete packaged shows, Standard Radio is releasing this month, as a part of the regular library service, special theme numbers to be used at the opening and close of each program. The themes are intended to provide complete and finished production to each of the various program continuities which Standard releases weekly. In addition to the release of the themes, Standard is planning to embark on a general expansion policy of its library service to be announced shortly.



—And there's another TRIPLE winner in this briefcase.

Adv.

Fibber Holds Lead In Winter Audience

But Barely Noses Out Benny And McCarthy, Says CAB

PRESIDENT ROOSEVELT'S speech of April 28, reporting on America's wartime economy, was heard by 69.5% of the radio set-owners interviewed by the Cooperative Analysis of Broadcasting, according to its April ratings. This audience was the fourth largest to hear the President, and was much more than double the average peacetime group listening to the Chief Executive, the CAB stated.

Presidential addresses which scored higher CAB ratings were Dec. 9, 1941, and Feb. 23, 1942, both scoring 83% of the set-owners interviewed. The Greer incident speech of last September was rated at 72.5 and was the only pre-war address to score a rating comparable with those since Dec. 7.

Three-Way Tie

Acording to the CAB April report, *Fibber McGee & Molly* rated a seasonal average of 36.5, although a margin of .3% between the winner and the next two shows brought the 1941-42 winter season to an end in a "virtual three-way tie", according to A. W. Lehman, manager of the CAB. Next two top shows are Charlie McCarthy with an average score of 36.4, while Jack Benny ended the season with a 36.2 average.

In winning top honors, even by such a narrow edge, the Fibber McGee program was credited for the first time with being a winter season's leader, and the "tie" of the three shows was the first recorded by the CAB since it began to rate the public's preference in radio broadcasts in 1930. Both McCarthy and Benny have led in previous years.

Fibber McGee also attained first place for the month of April with a 35.5 CAB rating; McCarthy was second with 35, and Benny was third with 34.8.

The top ten programs for the winter season, as checked by the CAB and recorded in monthly reports, include in addition to the three leaders, *The Aldrich Family*, *Lux Radio Theatre*, *Bob Hope*, *Maxwell House Coffee Time*, *Kraft Music Hall*, *Kate Smith Hour*, and Walter Winchell's *Jergens Journal*.

Raineer on Coast

RAINEER BREWING Co., San Francisco, on April 25 started sponsoring the Saturday and Sunday Pacific Coast Baseball League games on KYA, that city. Contract is for 20 weeks. Firm also sponsors a thrice-weekly 10-minute newscast on KFEL, Denver, and has expanded its spot announcement schedule, utilizing six per week on each of 18 western stations. List includes KOH KENO KDON KHSL KTKC KOY KTUC KSUN KFRC KFBK KMJ KPMC KIEM KVEC KFSD KXO KTMS KNX KHJ. Buchanan & Co., Los Angeles, has the account.

FROM $500 TO OVER A MILLION . . .

in less than 13 years!

YES—we've grown a lot—and we're still growing.

Looking back . . . little more than a decade . . . it's a constant surprise that the tiny, one-room office of yesterday has swelled into a million-dollar, legal reserve life, health and accident stock insurance company utilizing the services of over 400 employees. Not too much of a surprise, though, when one analyzes the many factors that have played an important role in this meteoric growth.

To Advertising in general—and to Radio Advertising in particular—can be credited much of the speed with which this million-dollar goal has been reached. That goal is past . . . new goals have been set up . . . new expansive activity is in work to widen and deepen the niche that Sterling has carved in mail-order, radio, and insurance advertising. We're busy, all right . . . but not too busy to say "Thank You"!

This public "Thank You" from Sterling can only partially express my own sincere personal gratitude and appreciation to the many radio personalities whose cooperation, guidance and counsel have spurred us on to increased effort. And there's nothing I'd like better at this moment than to list each and every one of these men whose names constantly recur on the crowded pages of Sterling's history. But that would be crowding this page to more than capacity!

So to all you Sterling "standbys" who have more than once heard my verbal expressions of appreciation . . . and to all the newer names filling an important spot in our current future-building activity . . .

Thanks for all you've done . . . now watch us go—and GROW!

Louis A. Breakin

President

STERLING INSURANCE COMPANY
Chicago, Illinois

Radio Advertisers

PUBLIC FINANCE Corp., Toronto, will start dramatized announcements towards the end of May on a number of Canadian stations. Account is being placed by McConnell-Eastman, Toronto.

MAYO BROS. VITAMINS, Los Angeles, new to radio, in a four-week test for its Family Formula and Vitamin B complex products, on May 6 started a five-weekly five-minute narrative, *War Heroes of Today*, on KHJ, Hollywood. Bert Butterworth is narrator. Firm is using 35 spot announcements per week on KFXM, San Bernardino, Cal. Bert Butterworth Agency, Hollywood, has the account.

FITGER BREWING Co., Duluth, Minn., will add seven new stations May 4, on the Northwest network for *Fitger Treats the Crowd*. New stations which will carry the 15-minute program heard every night, except Sunday are: WEAO, Eau Claire, Wis.; WTCN, Minneapolis; KROC, Rochester, Minn.; KYSM, Mankato, Minn.; KFAM, St. Cloud, Minn.; WDAY, Fargo, N. D.; KFYR, Bismarck, N. D. Agency is Sherman & Marquette, Chicago.

SEAL COTE Co., Hollywood (liquid nail protector), in a 13-week campaign which started May 10 is sponsoring a weekly quarter-hour recorded musical program, *Song Parade*, on KJBS, San Francisco. Firm also sponsors a similar weekly recorded musical program on WORL, Boston, and WJJD, Chicago, with participation in *Art Green's Magic Carpet* on WMCA, New York. Station break announcements twice per week are used on KFI, Los Angeles. Agency is Buchanan & Co., Los Angeles.

"THE FLOWERS THAT BLOOM IN THE SPRING, TRA-LA, AIN'T NOTHIN' COMPARED WITH THE DOLLARS THAT BLOOM IN WDAY'S RED RIVER VALLEY ALL YEAR LONG!"

WDAY FARGO, N.D. 5000 WATTS - NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

Colgate Names Lusk

ROBERT E. LUSK, formerly executive vice-president of Ted Bates Adv., New York, has been appointed vice-president in charge of merchandising and advertising of Colgate-Palmolive-Peet Co., Jersey City. Mr. Lusk was at one time vice-president of Benton & Bowles, New York.

CALIFORNIA Aircraft Institute, Los Angeles (aircraft, welding school), is sponsoring the three-weekly quarter-hour commentary, *Hollywood Chatterbox*, on KMPC, Beverly Hills, Cal. Contract is for 13 weeks, having started May 4. Frank Robinson Brown is commentator. In addition to utilizing a scattered schedule of spot announcements on other California stations, the Institute sponsors a seven-weekly quarter-hour of recorded music on KIEV, Glendale, with a seven-minute similar type of program on KRKD, Los Angeles, 12 times per week. Agency is Hillman-Shane-Breyer, Los Angeles.

SEABOARD FINANCE Co., Los Angeles (investments), adding to its extensive schedule of West Coast radio, on May 7 started for 52 weeks using 56 time signal announcements weekly on KMPC, Beverly Hills, and KSFO, San Francisco. In addition the firm on May 5 started a thrice-weekly early morning newscast on KFI, Los Angeles. Agency is Smith & Bull Adv., Los Angeles.

MEDUSA PRODUCTS of Canada, Toronto (paints), has started a spot announcement campaign on CKAC, Montreal; CKOC, Hamilton, Ont.; CHML, Hamilton, Ont. Account was placed by McConnell-Eastman, Toronto.

BAUER & BLACK, Toronto (Blue Jay corn plasters), on May 18 starts five-weekly daytime dramatized announcements on CHNS, Halifax; CFCF, Montreal; CFRB, Toronto; CKY, Winnipeg; CKCK, Regina; CFCN, Calgary; CKWX, Voncouver. Account was placed by Cockfield Brown & Co., Toronto.

SIGNAL OIL Co., Los Angeles, on May 5 started sharing sponsorship with General Mills of all Pacific Coast Baseball League games in that city and Hollywood, on KFAC. Contract is for 22 weeks. Frank Bull is sportscaster. Van Des Autels handles the Wheaties commercials. Barton A. Stebbins Adv., Los Angeles, services the oil firm account.

PLANTERS EDIBLE OIL Co., Wilkes-Barre, Pa., has started a quarter-hour Monday through Saturday for 52 weeks, in Italian, featuring Italian musicians, on WGES, Chicago, to promote peanut oil for cooking. Agency is Goodkind, Joice & Morgan, Chicago.

STRIETMANN BAKING Co., Cincinnati (Zesta crackers), has renewed for 13 weeks *Your Children*, featuring Nancy Prentice, on WCKY, Cincinnati. Show is now transcribed for WAVE, Louisville. Harry Miller Agency, Cincinnati, produces.

BROWN'S BREAD, Toronto, on May 4 started spot announcements on CHML, Hamilton, Ont., and CFRB, Toronto, and a quarter-hour transcribed musical program thrice-weekly on CFRB. Account was placed by McConnell-Eastman, Toronto.

KELLOGG Co., Battle Creek (Corn Flakes), has purchased a five-minute Monday-through-Friday late afternoon *Sports Review* program on WENR, Chicago. J. Walter Thompson Co., Chicago, is agency.

MARTHA DEANE has gained two participating sponsors for her women's program, heard five times weekly for a half-hour on WOR, New York, with the addition of O'Cedar Corp., Chicago (O'Cedar Polish), placed through H. W. Kastor & Sons, Chicago; and Miles Labs., Elkhart, Ind. (One-A-Day Vitamins), handled by Wade Adv., New York.

KXEL, in Waterloo, Will Open June 15

DuMond to Be in Charge of New 50 kw. Operation

LARGEST new station grant in years, the new 50,000-watt KXEL, Waterloo, Ia., has announced it will begin operation June 15. The station was granted last Feb. 21 to Josh Higgins Broadcasting Co. for 1540 kc. and is one of the three only construction permits for new outlets that have been authorized by the FCC this year.

Mr. DuMond

KXEL is headed by Joe DuMond, manager of KBUR, Burlington, Ia., and former radio director of Henri, Hurst & MacDonald. A decade ago he was manager of WMT, then in Waterloo, under ownership of Harry Shaw. He is the creator and principal in the old NBC Josh Higgins Finchville series out of Chicago.

Associated with Mr. DuMond in Josh Higgins Broadcasting Co. are John E. Fetzer, president and general manager of WKZO, Kalamazoo; Paul Godley, consulting engineer; John Blair, Chicago station representative; Dan T. Riley and Richard H Plock, president and vice-president respectively of KBUR.

Mr. DuMond owns 50% of the common stock issue; Mr. Fetzer has an 11.6% interest, and Messrs. Godley and Blair, 5% each. Messrs. Riley and Plock along with 13 prominent business men of Waterloo hold the balance of the stock in small blocks.

Mr. DuMond will also continue to supervise the operation of KBUR. Lyle Barnhart, former NBC producer and an associate of Mr. DuMond, will be program director of KXEL and Cliff Hendrix, now at KBUR, is to take over the news department. Chief engineer will be Don Kassner.

KXEL will be a basic BLUE outlet, and studios are to be located in Waterloo, Cedar Falls and the Josh Higgins State Park. The latter is a State park that was so named several years ago after Mr. DuMond's radio character.

Liggett Names Dart

JUSTIN W. DART, recent collaborator on a survey for United Drug Co., Boston, has been elected a vice-president and director of that company as well as president of Liggett Drug Co., United's chief retailing unit. He replaces William B. Berg as president of Liggett. In the past week United has been conducting its semi-annual one-cent sale of Rexall products, promoted through transcriptions on 250-300 stations.

KIRO...Seattle

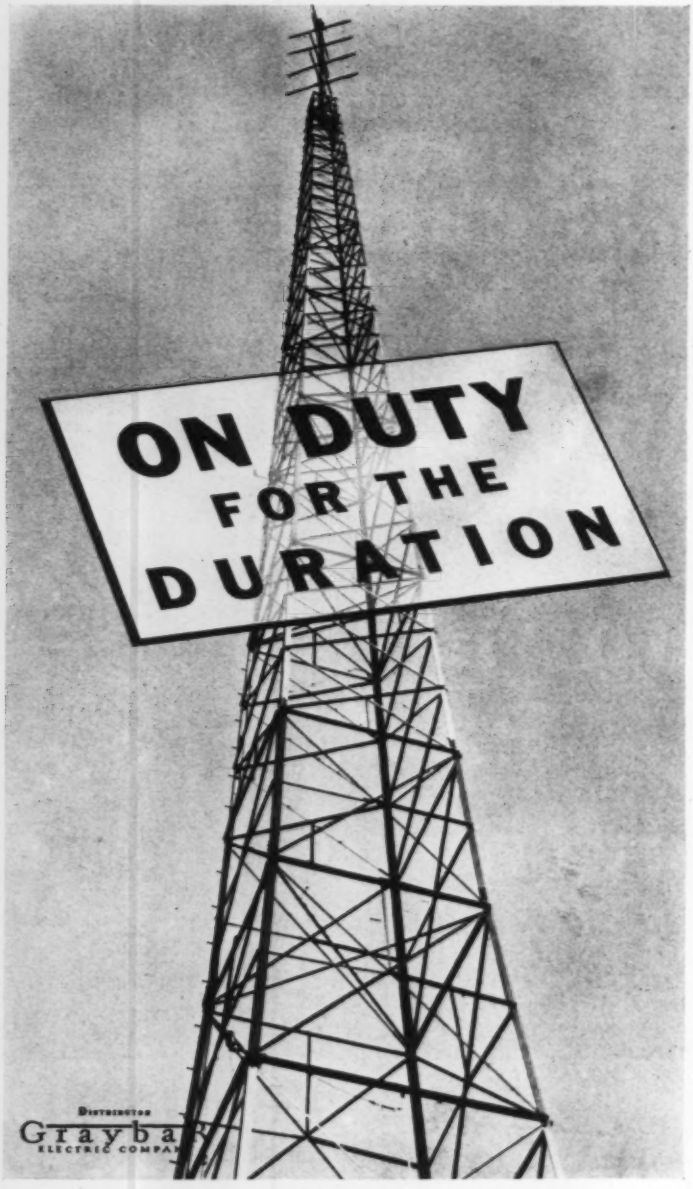
Only 50,000 Watt

Station in

Pacific Northwest

Affiliated with COLUMBIA BROADCASTING SYSTEM ★

Represented by FREE and PETERS



Extra dependability to assure broad, consistent coverage. That's just one of the many things war demands of America's great broadcasting industry. Blaw-Knox is proud that it is helping to answer this challenge — proud that more than 70% of all the radio towers in the nation were built by Blaw-Knox.

BLAW-KNOX DIVISION of Blaw-Knox Co.
Farmers Bank Bldg. Pittsburgh, Pa.

BLAW-KNOX
VERTICAL
RADIATORS
FM AND TELEVISION TOWERS

in the CONTROL ROOM

A. B. CHAMBERLAIN, chief engineer of CBS, has reported for active duty as a lieutenant commander in the Navy. No successor has been named.

LEON ED PAMPHILON, supervisory engineer of WFIL, Philadelphia, resigned May 1 to enter Government work. He has established the Air Design & Fabrication Co. at Upper Darby, Pa., and will be engaged in the manufacture of radio equipment for the Army Air Force.

R. L. G. BROWNE, wireless officer and former Canadian Broadcasting Corp. operator at Toronto, is now serving with the Royal Canadian Navy, and recently visited CBC studios at Halifax.

DICK ASHENFELDER, chief engineer of WCBS, Springfield, Ill., and Stretch Miller, announcer, are preparing to enter military service this month. Baldwin (Doc) Harper has joined the staff as a salesman and announcer.

HOWARD BURGESS, formerly of the Iowa State Police transmitter staff, has joined the engineering department of KSO-KRNT, Des Moines.

ROBERT SOWERS, control operator of WICA, Ashtabula, O., has joined the radio branch of the Naval Reserve.

CHARLIE DROCK, of the engineering staff of WTTM, Trenton, is the father of a baby girl.

JACK LAWRENCE has left the engineering staff of KOAM, Pittsburg, Kan., to join the Army Signal Corps.

SUMMERS THOMAS CARTER, transmitter engineer of KYW, Philadelphia, has been commissioned a first lieutenant in the Army Air Force and left for duty on May 4.

HARVEY KEES, chief engineer of KILO, Grand Forks, N. D., has resigned to join the Harvard U research staff.

J. G. GOULD, formerly chief engineer of KSUN, Lowell, Ariz., has joined the technical staff of KIEV, Glendale, Cal. He replaces Sid Minnikan who resigned to join the Navy.

EWALD TROMP has joined the transmitter staff of WGNY, Newburgh, N. Y.

JIM GREENWOOD, former assistant chief engineer of WCAE, Pittsburgh, has joined the Navy and is now specializing in radio work at the U of Houston.

CLEON (Bud) McKNIGHT, KFAC, Los Angeles, engineer, is the father of a girl born April 30.

JOHN MALAN POWELL, control room operator of KSL, Salt Lake City, was married April 15 to Edith Lyman.

Joins Stromberg-Carlson

LUTHER C. SMITH Jr., Houston radio engineer formerly with the West Organization, has joined Stromberg-Carlson Telephone Mfg. Co., Rochester, as radio engineer in development and production of military radio equipment. Mr. Smith has been on leave since December 1940, from the West Organization to work for the National Defense Research Committee at the Carnegie Institute in Washington and later for the Office of Scientific Research & Development. He is a native of Houston and graduate of Texas U and Rice Institute.

SUMMER convention of the Institute of Radio Engineers will be held in Cleveland June 29-July 1.

MAJORITY OF SIGNS of General Outdoor Adv. Co. in New York City were blacked out recently by device which acts through impulse from transmitter of WOR, New York. J. R. Poppele, WOR chief engineer, is shown pressing the button which cuts off the transmitter carrier-wave for an instant, thus automatically cutting off the signs equipped to receive the radio signal. New York was testing area for the device which may be used nationally by General Outdoor.

KGO AGAIN WINNER OF ANNUAL AWARD

GENERAL ELECTRIC'S national merit award for the least time lost through technical failures during the year 1941 was presented to the engineers of KGO, San Francisco, for the second year in succession. Raymond Alvord, General Electric vice-president in charge of the Pacific District, presented a plaque to A. E. (Shorty) Evans, engineer in charge of the KGO transmitter. William B. Ryan, general manager of KGO, participated in the ceremony, which was broadcast by KGO.

During 1941 KGO was on the air 6,549 hours and 30 minutes. Net time lost through technical failure during the entire year was 23½ seconds, setting a new high in efficiency since the General Electric awards were instituted. The competition covers all stations operated by either NBC or the Blue Network.

WHO Tournament Funds

FUNDS totaling $1,633.50 raised by the Golden Gloves Tournament of WHO, Des Moines, was divided evenly between the Navy Relief Society and Army Emergency Relief Fund, according to an announcement by the station. Donation was routed to the relief agencies via the Hollywood Victory Caravan which appeared in Des Moines Sunday.

IN HONOR of President Manuel Prado of Peru, now visiting the United States, NBC will give a luncheon May 15 as well as a special concert by the NBC Symphony Orchestra the following evening. Special daily broadcasts during Prado's visit will be offered the NBC Pan-American network through NBC's international division.

Sound control by JOHNS-MANVILLE means brilliant broadcast quality

FOR ANY TYPE OF BROADCAST—at any frequency—true high-fidelity reproduction depends upon the correct acoustical background. That's why so many stations call on Johns-Manville for help in modernizing studios or building new ones.

With J-M Sound-Control Materials and Methods, J-M Acoustical Engineers can solve your problems of acoustical correction or sound isolation. And because J-M Engineers know how to achieve best results at minimum cost, even the smallest station can afford the benefits of *sound control by Johns-Manville*. For details on the J-M Acoustical-Engineering Service and on J-M Sound-Control Materials, write Johns-Manville, 22 E. 40th St., New York, N. Y.

Leading Stations from coast to coast assure high broadcast quality with Sound Control by Johns-Manville

CFRB	Toronto, Ont., Can.
CKAC	Montreal, Que., Can.
CKGB	Timmins, Ont., Can.
KDKA	Pittsburgh, Pa.
KFJZ	Ft. Worth, Tex.
KGEI	San Francisco, Cal.
KGER	Los Angeles, Cal.
KGKO	Ft. Worth, Tex.
KGNC	Amarillo, Tex.
KMBC	Kansas City, Mo.
KMOX	St. Louis, Mo.
KNX	(Columbia Square) Hollywood, Cal.
KOWH	Omaha, Nebr.
KOY	Phoenix, Ariz.
KRE	Berkeley, Calif.
KSCJ	Sioux City, Iowa
KSTP	St. Paul, Minn.
KWKH	Shreveport, La.
KYSM	Mankato, Minn.
KYW	Philadelphia, Pa.
WABC	(CBS Key Station) New York, N. Y.
WAKR	Akron, Ohio
WBBM	Chicago, Ill.
WBEN	Buffalo, N. Y.
WBNS	Columbus, Ohio
WBTM	Danville, Va.
WCAL	Northfield, Minn.
WCKY	Cincinnati, Ohio
WCHS	Charleston, W. Va.
WCOU	Lewiston, Me.
WCSC	Charleston, S. C.
WCSH	Portland, Me.
WDAF	Kansas City, Mo.
WDAN	Danville, Ill.
WDRC	Hartford, Conn.
WEBC	Duluth, Minn.
WFAA	Dallas, Texas
WFBR	Baltimore, Md.
WFIL	Philadelphia, Pa.
WFMJ	Youngstown, O.
WGES	Chicago, Ill.
WGN	(Tribune Square) Chicago, Ill.
WGY	Schenectady, N. Y.
WHAS	Louisville, Ky.
WHBC	Canton, Ohio
WHCO	Ithaca, N. Y.
WHYN	Holyoke, Mass.
WIRE	Indianapolis, Ind.
WISH	Indianapolis, Ind.
WJJD	Chicago, Ill.
WJLS	Beckley, W. Va.
WKIP	Poughkeepsie, N.Y.
WKY	Okla. City, Okla.
WLAW	Lawrence, Mass.
WLAY	Grand Rapids, Mich.
WLOL	Minneapolis, Minn.
WLS	Chicago, Ill.
WNAX	Yankton, S. Dak.
WNBC	Hartford, Conn.
WNYC	New York, N. Y.
WOAI	San Antonio, Tex.
WOI	Ames, Ia.
WOR	Newark, N. J.
WOV	New York, N. Y.
WOW	Omaha, Nebr.
WOWO	Ft. Wayne, Ind.
WPFT	Raleigh, N. C.
WRC	Washington, D. C.
WRNL	Richmond, Va.
WSAL	Salisbury, Md.
WTAM	Cleveland, Ohio
WTHT	Hartford, Conn.
WWNC	Asheville, N. C.
WWJ	Detroit, Mich.
	Ashtabula Star Bureau, Ashtabula, Ohio
	Belle Isle Radio Station, Detroit, Mich.
	Dept. of Interior, Washington, D. C.
	Merchandise Mart (NBC), Chicago, Ill.
	Radio City, Hollywood, Calif.
	Radio City, N. Y. City, N. Y.
	Silverspire Broadcasting Co., St. Catherines, Ont., Can.

JM PRODUCTS **JOHNS-MANVILLE** SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE

NOT PENNIES, but War Saving Stamps for your thoughts is the offer made by Pacific BLUE executives to Hollywood employes. Part of a national campaign, for the best practical ideas turned in each week, employes will receive their reward in War Saving Stamps. Idea boxes with suggestion blanks have been distributed throughout Hollywood Radio City for convenience of employes. All set with good ideas are (l to r), Sidney Dorais, BLUE auditor and personnel director; Eloise Clark, sales department secretary, and Russell Hudson, assistant sales traffic manager.

RADIO PEDDLES THE GROCERIES

Nashville Firm Finds Broadcasts Effective In Booming Hermitage Food Sales

By A. L. MORAGNE
Merchandising Service Mgr.
Robert Orr & Co.

OUR radio program, *The Johnson Family*, on WSIX, Nashville, enables Jimmy Scribner with his 22 characters to visit thousands of homes throughout this section. The program dramatizes our service and capitalizing on the romantic phases of our business, permitting us to humanize and bring to life the ideas, traditions and personalities.

As proof that the program has selling value in January, 1942, we had the largest month's business on Hermitage Coffee in the 86 years we have been in business. And Hermitage Coffee is the product we feature most on *The Johnson Family*.

We are now in our second year of sponsorship of this coast-to-coast MBS show on WSIX. Robert Orr & Co. is a distributor of food products in Middle Tennessee, Southern Kentucky and Northern Alabama.

Volume Increased

The program has increased our volume on all of our famous Hermitage products, which are plugged at different times, with major emphasis on Hermitage Coffee. Radio has helped speed up the dealer's turnover, and this increased volume has increased the profits for both the dealer and for us.

Competition is keener than ever before and getting harder every year. One reason is the increasing number of competitive brands, and of course, there are more people trying to sell them. The facilities for doing business are better today than they used to be, but even at that we realize today we must meet and overcome the greatest competition ever in the field of food distribution.

Signs in Stores

We believe one should invest in advertising just as he would in bonds, stocks or merchandise. We think advertising is just that essential. As a part of our merchandising effort in support of the *Johnson Family*, we are making an individual hand-painted point-of-sale poster for each dealer in our territory. This sign, 28 x 44 inches, hung by wire from the ceiling in the center of the store, gives us prestige and keeps an announcement up at all times in each store, reminding the dealer, the clerks and the customers to listen to the *Johnson Family*. We have already placed over a thousand of these signs and are working on more each day. There will be more than 5,000 in all when we have covered the territory.

Each sign is made especially for the dealer, featuring whatever he has for a specialty—what he really likes to sell. This is tied in with Hermitage Food Products.

KTAR—first with another LEADER

MISSION . . . home of Arizona's largest single dairy herd has been an enthusiastic KTAR advertiser for more than TWELVE YEARS. Being responsible for the statewide distribution of Birds Eye Frosted Foods and the continued popularity of Farm Fresh Milk and Orcovan Ice Cream demands the use of Arizona's best buy in advertising. So MISSION DAIRY presents "The Late Afternoon News", daily except Sunday, from KTAR . . . now in its twentieth year as the veteran producer of better results in this gold spot of the west.

KTAR

PHOENIX, ARIZONA
Key Station of the
Arizona BROADCASTING CO. Inc.
Represented Nationally by
PAUL H. RAYMER COMPANY
New York Chicago Cleveland Detroit San Francisco Los Angeles

The ABC of RADIO in ARIZONA
★★KTAR-Phoenix
★★KVOA-Tucson
★★KYUM-Yuma
★★KGLU-Safford
★KCRJ-Jerome
★KWJB-Globe
★KYCA-Prescott
★★NBC RED and BLUE Network Stations
★Other ABC Stations

AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE

KOB Granted Extension To Sept 30 on 770 Kc.

APPLICATION of KOB, Albuquerque, seeking extension of its special service authorization to operate on 770 kc. with 25,000 watts night, was granted in part last week by the FCC. The Commission, however, extended the authorization to Sept. 9, 1942, in lieu of the Nov. 10, 1942, date asked by KOB.

KOB, which is regularly licensed for 1030 kc., has been operating under its special authorization on 770 kc., the clear channel dominated by WJZ, New York, key of the BLUE, as the I-A station.

Tobacco Shortwave

PAUL SCHUBERT, naval expert and news analyst, now heard five-times weekly on WOR, New York, sponsored by Benson & Hedges, New York, for Virginia Rounds cigarettes and tobacco, on April 30 started weekly broadcasts via shortwave to England on BBC. The program will be transcribed by BBC and rebroadcast to various sections of the British Empire. Duane Jones Co., New York, is agency for Benson & Hedges.

Chrysler Shortwave

ANOTHER addition to the list of commercial programs now being shortwaved to American troops abroad over CBS international facilities is *Major Bowes' Amateurs*. Program is sponsored by Chrysler Corp., Detroit, and is now rebroadcast abroad Monday, 9:30-10 a.m. Agency is Ruthrauff & Ryan, New York.

DOING A BIG JOB IN A BIG STATE
LONE STAR CHAIN

Doing a BIG JOB in a BIG STATE is right! More regiopal advertisers on LONE STAR CHAIN, month after month. Holeproof daytime coverage of Texas and the Southwest, from the prosperous Panhandle to the rich Rio Grande Valley. It's a two billion dollar market, served by six outstanding stations, costing less than 10 cents per thousand homes. You can't beat it—the LONE STAR CHAIN—for effective, economical selling!

HOLEPROOF COVERAGE WITH LONE STAR CHAIN

KGKO FORT WORTH • DALLAS
KTSA SAN ANTONIO
KXYZ HOUSTON
KGNC AMARILLO
KRIS CORPUS CHRISTI
KRGV WESLACO

LONE STAR CHAIN

OPERATING COMMITTEE

HAROLD V. HOUGH, CHAIRMAN • TED TAYLOR • TILFORD JONES

JAMES PATE, MANAGING DIRECTOR
STAR-TELEGRAM BUILDING, FORT WORTH

HOWARD WILSON COMPANY
NATIONAL REPRESENTATIVES

Purely PROGRAMS

WAR savings promotion is the *Statler Bond Wagon* of the Buffalo Broadcasting Corp. in cooperation with the Statler Hotel in that city. Program is broadcast each Saturday morning by WKBW direct from the hotel's dining room with music by Buddy Hagenor's orchestra and featuring BBC guest stars. Commercials appeal for bond pledges to be made via Western Union. Pledgers' names are thrown into a hat at the conclusion of each show for a drawing. Winner is invited to the following week's broadcast for introduction over the air and he or she is wined, dined and entertained by the hotel for the evening.

* * *

Art and Fashions

ART as a source of new American Fashions is the subject of a series now heard on WQXR, New York, under the auspices of the Metropolitan Museum of Art, in conjunction with the museum's current exhibit, "Renaissance in Fashion, 1942".

KFSD
The NBC Blue Network Station
SAN DIEGO America's fastest growing BIG city
600 Kilos. The best frequency for REAL coverage
PRIORITIES DO NOT RESTRICT SAN DIEGANS in proportion to other areas because SAN DIEGO IS A WAR PRODUCTION AREA!
You cannot reach this rich San Diego market without KFSD, notwithstanding any claims to the contrary.
Over half of the residents of San Diego depend entirely on local stations for their radio service.
For complete information contact our National Representatives or write
KFSD
San Diego, California
National Rep. PAUL H. RAYMER CO. NEW YORK • CHICAGO • SAN FRANCISCO • CLEVELAND • DETROIT • LOS ANGELES

Freedom's Battles

PRESENT and past struggles for freedom in the Americas is the theme of the series inaugurated May 10 by NBC in collaboration with the Coordinator of Inter-American Affairs to be broadcast thereafter on the anniversary date of an American republic's emancipation from its mother country. The next significant date for the series will be May 14, anniversary of the day on which Paraguay won her independence from Spain in 1811. In each case the national anthem of the country honored will be played and her diplomatic representative in Washington will be heard on NBC in this country as well as via shortwave on the 124 stations of the NBC Pan-American Network.

* * *

Radio Reader

OUTSTANDING NOVELS are read on *The Radio Reader*, five-weekly program starting program starting on CBS this week. Mark Van Doren, Pulitzer Prize poet and chairman of the CBS *Invitations to Learning* program, opens the series as the first "Radio Reader", reading a part of Nathaniel Hawthorne's "The Scarlet Letter" every day until he has finished the book. Each program opens with a short synopsis of previous action. Series is on an experimental basis.

* * *

Not So Bad

TO DEBUNK the idea that people will be seriously handicapped by the sugar shortage, to point out valuable substitutes, and to make listeners food conscious will be the aim of the new Saturday morning MBS quarter-hour conducted by Alida Drake, of the Red Cross nutrition department, before a theatre audience of WGN, Chicago. Red Cross certificates will be awarded regular attendants at the studio broadcast.

* * *

Army History

A NEW SERIES of dramatizations presenting the highlight incidents in the Army's progress from its beginning in the 18th Century until its present day strength is being prepared by WIP, Philadelphia. Called *The History of the United States Army*, the weekly half-hour programs will be written by Miss 'Mike' Schaeffer, under the technical guidance of Col. Joseph C. Nichols.

* * *

Famous Regiments

HISTORICAL regiments of Canada are to be the subject of a special weekly Canadian Broadcasting Corp. series starting May 13, under the title *Canada Marches*. Each week the story behind the battle-honors of famous Canadian Army fighting regiments will be told, with scripts being written by Lieut. Allister Grosart, Toronto sports and script writer.

* * *

Homes for Pets

PUPPIES AND KITTENS are supplied Oklahoma City homes through an early morning broadcast on KOMA conducted by Paul Buenning. Frank J. Lynch of the commercial staff thought of the idea and contacted the local Humane Society to find homes for the animals.

Quiz of Two Camps

SOLDIERS of Fort Devens and Camp Edwards were first contestants on *The Quiz of Two Camps* started April 26 on WNAC, Boston, and the Yankee network. Hook-ups to camps made it possible to ask questions of one group so the other could not listen in. Program is part of the Treasury's campaign to help house-to-house canvass now being conducted in Massachusetts for pledges to buy war bonds and stamps.

* * *

War Women

WARTIME activities of women throughout the United Nations are discussed in a new twice-weekly program on WBBM, Chicago. Titled *Women at War*, the program was conceived and is written by Mary Conway, British writer and lecturer and wife of a captain in the Royal Army Medical Corps, and features Mrs. Conway and Lorraine Hall, WBBM women's commentator.

* * *

Tales of Pioneers

USING *God's Country*, CBS program of little-known stories of the development of America, as a regular element in radio education, 1,800 public schools of Los Angeles County, Cal., are asking students to tune in on the show. Tales of small towns and pioneer days are told by Milton Bacon, who collects his material on research tours.

* * *

Announcers Quizzed

TAKING announcers apart highlights *Announcers I. Q.!* on WWVA, Wheeling. Paul Miller, production manager, is quizmaster and asks announcers questions submitted by listeners. Each week a guest "expert" from the clerical, commercial, sales and engineering departments sits with announcers.

* * *

Youth's Job

HIGH SCHOOL students of Bridgeport and vicinity are conducting *Let Freedom Ring*, patriotic show on WICC, Bridgeport, co-sponsored by the station and the *Bridgeport Sunday Herald*. Keynoting youth's war job, the program presents variety entertainment coached by teachers.

* * *

Tunes for Juveniles

A PROGRAM of children's recording now heard on WHN, New York, is modeled on recorded sessions of swing music for growups, with Gladys Shelley, who last year was named "Queen of Tin Pan Alley", talking to the children and playing their favorite tunes, Saturday and Sunday mornings.

* * *

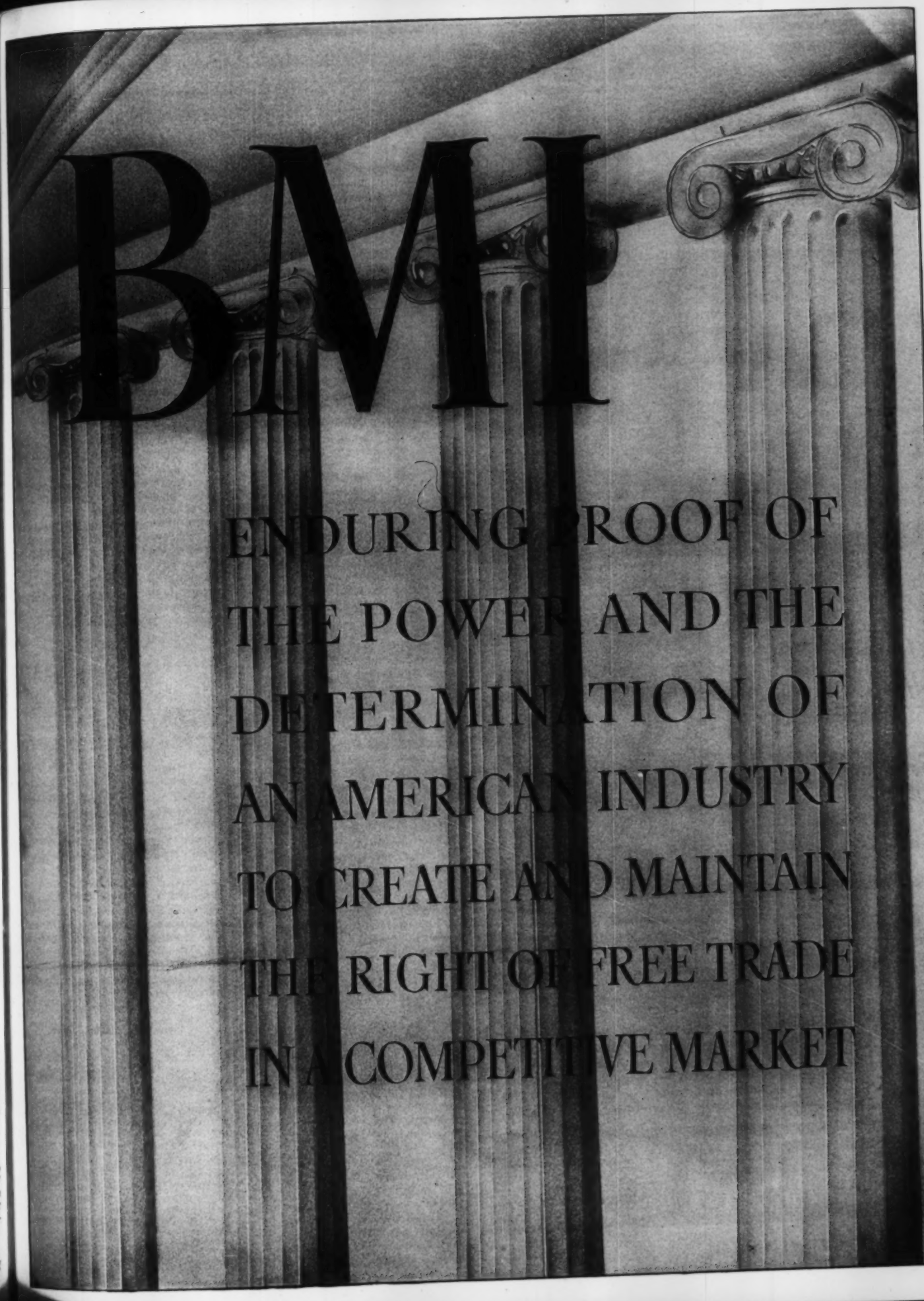
Martial Music

PATRIOTISM is the keynote of *Military Parade*, program on WINS, New York, featuring military marches, war songs of World Wars I and II, and jingles consisting of patriotic appeals set to rhyme.

* * *

Genius Analysis

LISTENERS jot down answers to questions on *Are You a Genius?* on WBRY, Waterbury. Scores are figured at end of program. Walter Gross and his orchestra fill in allotted time for each answer.


BMI
ENDURING PROOF OF
THE POWER AND THE
DETERMINATION OF
AN AMERICAN INDUSTRY
TO CREATE AND MAINTAIN
THE RIGHT OF FREE TRADE
IN A COMPETITIVE MARKET

PERFORMANCE
STRENGTH and
LOW COST...

For outstanding performance - strength to meet severest wind conditions and low initial cost use Wincharger Vertical Radiators. These superior radiators are already demonstrating their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.

Built of uniform triangular cross sections to insure highly efficient radiation - designed and built to withstand 100 mile wind velocity - these towers guarantee you years of low cost service. Complete erection service, including lighting equipment, anchors, base and ground systems is available.

WRITE TODAY FOR FULL DETAILS AND QUOTATIONS

WINCHARGER VERTICAL RADIATOR
WINCHARGER CORPORATION SIOUX CITY, IOWA

from now on...
You'll Be Glad You
Are Equipped With
GATES
BROADCASTING
EQUIPMENT

NOW . . . when every piece of equipment must "stand on its own feet" comes the test that will reveal true efficiency and reliability. GATES-equipped stations look through the war days ahead with a feeling of security and with confidence in knowing that their equipment will provide dependable, uninterrupted, trouble-free performance at a time when broadcasting stations need it most. More and more station managers and engineers have realized that GATES eliminates costly maintenance and replacements through our policy of engineering design to requirements of service.

Engineering data is available on Gates:

250 and 1000 Watt Broadcast Transmitters
Studio Speech Equipment
Tuning and Control Units — Amplifiers
Remote Equipment
Broadcast Station Accessories

GATES RADIO AND SUPPLY CO.
QUINCY, ILLINOIS, U.S.A.
"The Proven Line"

A BOX THAT MAKES BLACKOUTS

Los Angeles Gadget Said to Permit Quick Shutting Off of Street Lights

By BERNARD N. SMITH
KFI-KECA, Los Angeles

WHEN Los Angeles went through its first blackout, shortly after the Japanese attack on Pearl Harbor, a good many of the more conscientious citizens of that Southern California metropolis were thoroughly disgusted with the utter confusion which prevailed.

Half the city's street lights remained burning two hours after the blackout signal was given. Thousands of billboards, innocently blaring their neon-lighted messages while theoretically enemy bombers soared overhead, were stoned by militant school boys. A movie cowboy, slightly excited through it all, rode down Hollywood Blvd., popping guilty bulbs with his six-shooter. (The city later successfully sued him for $50).

Has a Hunch

One of the more disgusted of the more conscientious civic-minded group, was Attorney William S. Sprague. He didn't sleep that night, thinking of ways and means efficiently to shut off every light in the great, sprawling city, at once. So he called in Raymond M. Moore, KFI-KECA engineer. Between them they worked out a gadget that today has the Los Angeles Bureau of Power & Light intensely interested. Officials of other West Coast cities are observing the preliminary tests.

Moore, after conferring with Sprague as to what was needed, evolved an FM Blackout Box that is simple, small and extremely inexpensive. Rough edges of the invention were polished off by John Hidy and Rex Bettis, two other KFI-KECA engineers. The three of them worked out a compact and reliable device that sounds like the end to blackout worries.

Briefly, here's how it works. The device is based on the fact that in an emergency you can change the thing that is never supposed to be changed—namely, the 60-cycle frequency of the power system. The invention consists of two selectors, one in tune at 58 cycles and the other at 62 cycles. At the normal 60 cycles nothing happens, and most power systems do not vary more than ½ cycle either way at any time except for a total failure.

However, if the power frequency is put to 58 cycles from the main source for a few brief seconds, the selector for that frequency is operated and a relay is caused to open, thus turning off lights or sounding an alarm. The reverse can be accomplished by putting the frequency to 62 cycles. Thus the entire operation is from a central point and loss of service to any light or sign is slight. The device is compact, has no tubes or other parts that need service in ordinary use. It is not fragile. Moore figures the device, for small loads, will retail for about $10.

FM BLACKOUT BOX that holds possible answer to municipal lighting problems in event of air raids, is displayed by (l to r) John Hidy, Raymond M. Moore and Rex Bettis, KFI-KECA, Los Angeles, engineers who designed and built the device.

Los Angeles officials estimate the FM blackout box could save hundreds of thousands of dollars. The present methods of extinguishing street lights alone in blackouts requires the turning off of no less than 647 widely scattered switches. From three to five civilian volunteers take turns in assuming responsibility for opening these switches in emergencies.

A Money Saver

To instal apparatus that would obviate this awkward street light control, apparatus such as that designed and built by Moore, Hidy and Bettis would cost roughly $60,000 for the city. The next best remedy to Los Angeles' blackout problem would cost $500,000. That's why city engineers are interested!

E. K. Cohan, CBS director of engineering, recently warned stations and the public at large against certain limitations and possible dangers in connection with some radio receiving devices intended as automatic blackout and blackout warnings. [BROADCASTING, March 30]. Moore offers his device as an answer. The dangers of causing unscheduled blackouts and similar troubles are practically nil in view of the fact that the power frequency device is virtually foolproof.

Canada Rubber Drive

CANADA'S Dept. of Munitions & Supply has started an intensive campaign during the month of May for rubber salvage. Sustaining programs on the Canadian Broadcasting Corp. network and paid dramatized spot announcements on practically every Canadian station comprise the radio campaign for rubber salvage. R. C. Smith & Son, Toronto, placed the campaign for the Government.

WCBS, Springfield, Ill., has signed the local unit of Lane Bryant Stores, New York, for sponsorship of the station's entire newscasts. Programs are broadcast from a newsroom in the store's window.

Courrier to Yield Control of WHIP

Will Sell Stock to Clarke; Cline Is Named Manager

DR. GEORGE F. COURRIER, who owns 51% of the stock of WHIP, Hammond, Ind., intends to relinquish control of the station to John W. Clarke, minority stockholder, through an FCC application requesting permission to transfer an unrevealed amount of stock to Mr. Clarke, it was learned authoritatively last week. The consideration was not divulged. The amount to be transferred will be sufficient to enable Mr. Clarke to assume control of the Hammond-Calumet Broadcasting Corp., licensee of the station, which has studios in both Chicago and Hammond.

Mr. Cline

Dr. Courrier is retiring to devote all his time to defense activities and hopes in the near future to reenter the Army, with which he served as a captain in the last war.

The present stock interest of Mr. Clarke, a Chicago investment broker, is 15%, acquired last Jan. 31, when both he and his close personal friend, Marshall Field 3d, owner of the *Chicago Sun* and the New York newspaper *PM*, bought into the station [BROADCASTING, March 2].

Mr. Field at that time acquired 30% for $50,000, while Mr. Clarke paid $25,000 for his interest. Mr. Clarke will, therefore, have to acquire an additional 36%, at least, if he is to acquire individual control. The interest of Mr. Field is said to be unaffected by the impending transfer.

Cline Named Manager

In the meantime, William Cline, formerly sales manager of WLS, Chicago, has been appointed manager of the station. Mr. Cline replaces Doris Keane, who is temporarily retiring from active management. Miss Keane is the wife of William Irvin, former radio editor of the *Chicago Times*, who was drafted into the Army last week.

If the FCC consents to the stock transfer, Mr. Clarke will become president and Mr. Cline vice-president of the Hammond-Calumet Broadcasting Corp., with main offices in Chicago. Construction work on a new five-tower directional antenna array intended to give intensified coverage of the Chicago area, has been completed. Tests are now being made, and the station, which operates with 5 kw. on 1520 kc., expects to shift from a daytime operation to a 22-hour daily schedule some time during the month.

CHARLES HENRY, an associate producer in the radio department of Young & Rubicam, New York, has joined the Navy.

Studio Notes

WTTM, Trenton, has started *On The Alert*, morale show dramatizing messages from Government agencies. Program is directed by Lee Stewart with Mill March, program director, doing the narration. Recruiting for armed forces is also promoted.

WFIL, Philadelphia, has made arrangements with WPRU, Princeton U. to rebroadcast programs of its FM station, W53PH. The initial schedule calls for the duplication of W53PH's programs from 3 to 5 p.m. and from 6 to 7 p.m.

WFMD, Frederick, Md., April 24-26 sent the winners of its popularity contest on a three-day tour of New York City. The contest which preceded the tour lasted six weeks and was co-sponsored by 30 advertisers.

KBIZ, Ottumwa, Ia., celebrated its first anniversary April 15 with a rebroadcast of outstanding events as transcribed during the last 12 months. Presentation was part of a special 55-minute birthday broadcast.

WCAU, Philadelphia, has issued a new rate card effective May 1, with two major revisions. To encourage "across-the-board" purchases, new rates have been provided for 15-minute, half-hour and one hour daily programs, five and six times per week. New rates for the hours of 1 a.m. to 6 a.m. have also been set on the premise that Philadelphia's wartime employment has created a new all-night listening audience.

KWK, St. Louis, is feeding outstanding public interest programs of MBS and presidential speeches to WIL, St. Louis, through permanent lines installed between the two stations.

WFMJ, Youngstown, O., to promote war savings among its employes has formed a Billion a Month Club. The only requisite for membership is a pledge of 10% or more of a week's salary by a staff member.

PRODUCTION themes are being submitted by personnel of WTAG, Worcester, Mass., to impress the general public with the need for vastly increased production. One minute announcements, 15-minute and half-hour program ideas which are accepted will be rewarded according to Wililam T. Cavanaugh, program-production manager and chairman of the judges.

THREE LEADING programs on WEAF, New York, have been made available for participating sponsorship by NBC's national spot and local sales division. The shows are: *Studio X*, variety program with Ralph Dumke and Budd Hulick, 8:05-8:30 a.m., and *Funny Money Man*, with Rad Hall, 6-6:10 p.m., both heard six times weekly; *Rhymin Time* with Dick Dudley, heard Tuesdays and Thursdays, 12:55 p.m. Lever Bros., Cambridge, has started advertising Lifebuoy Soap on all three shows. Ruthrauff & Ryan, New York, is agency.

PRAISE for its recruiting cooperation has come to WDRC, Hartford, from Brig. Gen. Reginald D. Delacour, adjutant general of Connecticut. He commended the station for its fine work in recruiting candidates for the State Guard. In his letter of commendation he pointed out that the station had handled the entire campaign.

WCKY, Cincinnati, cooperating with the Morale Division of the War Department, is producing a series of 15-minute recorded shows for entertainment of service men in foreign fields. Programs are not for broadcast but will be used on "playback" machines at military bases.

A FORT INDUSTRY STATION

OHIO'S FORT INDUSTRY

"THREE"

WSPD TOLEDO

WHIZ ZANESVILLE

WLOK LIMA

WELCOME NAB

DELEGATES TO

THE BUCKEYE STATE

A FORT INDUSTRY STATION

TIME BUYERS

QUIZ!!

Q. What is the foreign population of the United States?

A. *25,000,000—approximately 20% of the entire population.*

Q. How many important foreign languages are broadcast?

A. *8 . . . Italian—Polish—Spanish—German—Jewish — Lithuanian — Ukrainian and Greek.*

Q. What is the largest foreign language market in the United States?

A. *Metropolitan Area of New York.*

Q. What station covers this market and has the respect of the foreign language speaking audience?

A. *America's foremost foreign language station—WHOM with full time operation at 1480 Kc.*

Over 2,000,000 families . . . look to this station for advice on what to buy . . . how to adjust their purchases to the changing times . . . they rely on this station for help in solving many of their home problems. You owe it to yourself . . . as an advertiser . . . to investigate the facilities that afford you an established market today . . . a market you can be sure of tomorrow.

★

TELL THE NEWS OF YOUR PRODUCTS AND SERVICES TO THIS AUDIENCE OF 5,000,000 PEOPLE

WHOM

1480 KILOCYCLES

FULL TIME OPERATION

29 WEST 57TH ST., NEW YORK

Telephone Plaza 3-4204

JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION

NOW 'RADIO SILENCE'

'Blackout' Dropped on Coast To Avoid Confusion

TO AVOID confusion in the minds of the listening public, Southern California stations will hereafter refer to departure from the air on order of the Fourth Interceptor Command as "radio silence" instead of "radio blackout".

Policy was adopted by 29 member stations of the Southern California Broadcasters Assn. on April 22 following conferences with Col. Ernest Moon, executive officer of the Fourth Interceptor Command. It was pointed out that a silencing of radio by the Command doesn't necessarily mean that a general blackout will follow.

"If a silencing of radio stations is referred to as a 'radio blackout' the public might be led to believe that there is both a 'blackout' and a 'radio silence', when such might not be the case," Richard F. Connor, association radio coordinator, said in making known the new policy. "Therefore in the future when a 'radio silence' is ordered, it will be referred to as a 'radio silence' on all programs and newscasts."

Tobacco FM Series

FIRST NETWORK radio to be used by R. L. Swain Tobacco Co., Danville, Va., for its specially processed and moistened Pinehurst cigarettes started May 3 on the American Network of FM stations in the form of a recorded quarter-hour musical series. FM stations carrying the Sunday 5:30-5:45 p.m. programs are W53PH, Philadelphia; W39B, Mt. Washington; W43B, Boston; W47A, Schenectady; W65H, Hartford; W47NY, New York, and W2XMN, Alpine, N. J. The cigarettes featured heretofore on a few spot programs, have been on the market for about a year-and-a-half in the Southeast, Midwest and Far West. Agency is Gotham Adv. Co., New York.

NATIONAL LEAD Co., New York and San Francisco, user of spot radio through its dealers in various parts of the country to promote Dutch Boy paints, observed its 100th anniversary last week. It started in Buffalo in 1842. Agency handling its Eastern advertising is Marschalk & Pratt, New York, while West Coast advertising is handled by Erwin, Wasey & Co., San Francisco.

WBNX

5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE · FOR DEFENSE
BUY U. S. BONDS TODAY

NAB to Consider Foreign Tongues

Roundtable at Cleveland to Study Special Problems

FOREIGN LANGUAGE broadcasting long a headache of the radio industry, will come in for attention at a round-table of the NAB conference in Cleveland this week. Representing an audience of 25 million persons, foreign listeners have 200 stations serving their listening interests with a weekly average of some 1,700 broadcast hours.

Although this market is not widely used it has not been overlooked by either Government or private business. Procter & Gamble Co. for example uses *The Rinaldi Family* for Oxydol to reach the Italian listeners and *The Mayerk Family* to reach the Polish field. Other advertisers have taken similar approaches, which will be discussed at length in the roundtable.

Newcasts Popular

Also due for consideration is the increased interest since the outbreak of war in newscasts. Foreign language broadcasters have noticed an increased news sponsorship as well as greater use of spots before and after this type of program. On past experience foreign language station owners will attempt to show the all-around pulling power resulting from the general use of spot announcements.

An example of pulling power often cited in the foreign language field is the success of the Medaglia D'Oro Coffee. Using radio exclusively this product began to use the medium at a time when its annual sale was 68,000 pounds. After 2½ years on the air the sponsor had succeeded in building sales to 2,500,000 pounds. Using a program called *The Good Samaritan of the Air* patterned after various advice programs, they have succeeded in pulling more than 1,000 letters weekly seeking all sorts of advice.

Another aspect of responsiveness is underscored by foreign broadcasters in their successful promotion of War Bonds and Stamps. They point with pride to Secretary Morgenthau's recognition when he said, "The response from the foreign language groups has been especially encouraging. Whatever their origin and whatever language they speak, the overwhelming majority of these people are true Americans, united behind their Government in defense of American freedom."

Government Too

Though not generally known, the Government makes widespread use of radio in reaching the foreign tongued listener. Since Pearl Harbor Government agencies have even increased their use of radio in bringing these people into a deeper

understanding of the American Way. Foreign language radio departments exist in almost every major government agency to service foreign language stations with material which interprets and stresses the various aspects of our war effort. Some of the agencies engaged in this type of activity are the Census Department, the Department of Justice, the OFF, The War Production Board and the Office of Civilian Defense, to name a few.

Foreign language broadcasting as it is known today began in 1927 when WRAX, Philadelphia (now WPEN) began to devote its time to this field. Since then stations specializing in the broadcast of foreign language material have developed in New York, Chicago, Philadelphia, Boston, Detroit, Buffalo and other major markets where there is a foreign market.

Italian is the language which dominates the greatest number of foreign hours but Jewish, Polish and Spanish also receive a substantial amount of time.

Some national and regional advertisers already have entered this market but the field is still fresh for increased marketing operation. A few of the advertisers already selling this market are: Procter & Gamble, Pillsbury Flour, Pinex, Wrigley's Gum, Prudential Life, Alka-Seltzer, Carters Liver Pills, Ex-Lax, Rem & Rek, General Motors, Chrysler Motors, Stanbank Headache Powders, Lydia Pinkham, Carnation Milk, Kept Tomatoe Juice, Crawford Clothes, Cocomalt, International Cellucotton Co., General Foods, Tetley Tea, Planters Edible Oil Co., National Dairy Products, Lever Brothers, Anacin Co., and others.

Shortage of Disc Containers

A REAL SHORTAGE is developing in the supply of containers required for shipping transcriptions, it is reported by Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasting. All Canadian stations have been asked to check on the number of such containers in their possession and notify the CAB. Stations are urged to save the containers while arrangements are being made with transcription producers and distributors to secure the containers from the stations.

PERSONNEL RESERVOIR

'Gaspipe' Stations to Provide Trained Radio Men

OVER 2,000 students experienced in the technical and administrative end of the broadcasting business through their work with college stations could be available to standard stations as replacements for personnel drafted in the war, according to Louis Block Jr., business manager of Intercollegiate Broadcasting System. Mr. Block has offered to serve as liaison between stations and students of the 35 college stations which are members of IBS.

Of these 35 stations, 16 have been broadcasting commercial programs prepared and handled by student operators. The success of these programs is covered in a recent survey conducted by IBS among retailers at eight colleges carrying the Beechnut Packing Co. commercials. Results showed an average increase in their business of 18.56% since the start of the commercials.

Lever Seeks Comedians

IF NEGOTIATIONS are carried to a succesful conclusion, Bud Abbott and Lou Costello, comedy team featured on the NBC *Chase & Sanborn Show*, will have their own program this fall, with Lever Bros. Co. as sponsor. Deal has been in the making for several weeks, with Lawton Campbell, New York vice-president of Ruthrauff & Ryan, reported to have submitted the idea to the prospective sponsor for one of its soaps. It is known that Abbott and Costello have long desired a network show of their own. Currently sponsored by Standard Brands, they are due for option renewal early this month. The *Chase & Sanborn Show* discontinues for the summer following broadcast of June 28.

NORMAN CORWIN'S radio scripts will be revived by WNYC, New York, in a weekly series entitled *Corwin Cycle*, starting May 13. The CBS director-producer, also producer of *This Is War*, the Government's four-network program, now concluded, has chosen the scripts himself as the most representative of his works. The actors who created the roles will play them in the revivals whenever possible.

WOV

PRESENTS

THE MASTER SALESMAN

ALAN COURTNEY

Master of Ceremonies

"1280 CLUB"

FROM 6 TO 9 HE'S ON THE FIRING LINE

He's the prize audience grabber in radio. If you don't believe it, check the record.* With platters and patter he battles the four networks . . . and "blitzs" all the rest. Nightly from 6 to 9 he bites a larger chunk out of the area's radio audience at a lower cost per listener (at our present low rates) than any other program on the air. If you have a sales sore spot in our listening area . . . Metropolitan New York, Northern New Jersey, nearby Connecticut . . . add Courtney to your sales staff and watch sales soar.

*THE PULSE OF NEW YORK SURVEY

(The Pulse of New York Survey is the only 100% yardstick for the measurement of radio audiences. Other surveys take their "samples" exclusively by telephone interviews. Figures† show that 62.76% of the homes in the Metropolitan area do not have telephones. *A survey among telephone homes only, therefore, disregards almost two-thirds of the radio homes. Obviously, this two-thirds represents the bulk of buying power in popular priced items.* The Pulse of New York taking its "samples" from a cross-section of radio homes . . . of which only about 40% have telephones . . . thereby gives a more correct evaluation of radio program preferences than surveys obtained exclusively from telephone interviews.)

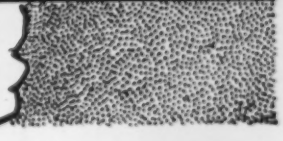
†N. Y. Telephone Company Survey

A representative from WOV, *with authentic facts and figures, would be very glad to prove this conclusion.*

WOV . . . FOR VICTORY

5000 Watts 1280 On Your Dial

730 Fifth Ave., N. Y. Circle 5-7979



WJBK

DETROIT'S LEADING INDEPENDENT STATION

Carries a larger volume of national advertising than any other station of its power.

250 WATTS . . . 24 HOURS A DAY

WJBK

DON'T WONDER!

KNOW the advertisers that use Radio and those that do not

THE STANDARD ADVERTISING REGISTER has access to data on both Spot and Network advertising, making it possible to indicate the national and sectional advertisers using Radio. The expenditures of each advertiser for Radio time is an important feature of the service.

This important information is but a part of the story. The "Register" lists over 12,000 national and sectional advertisers, giving the personnel of each, the advertising agency placing the account, distribution of the advertisers product, time of year advertising plans are made and other data of real sales promotion value.

Investigate this service that offers such real sales building possibilities. Write our nearest office for facsimile pages and descriptive booklet.

National Register Pub. Co.

330 W. 42nd St.
New York

333 N. Michigan Ave.
Chicago

STANDARD ADVERTISING REGISTER

WINTER WITH ANZACS

Coast Commentator Liked by MacArthur and Men

WILLIAM WINTER, the CBS news analyst in San Francisco, has a fan in Gen. Douglas MacArthur. And because of that his news commentaries are now being released weekly by the Australian radio network.

All during the siege of Bataan Gen. MacArthur and his men listened to Winter's daily news commentaries shortwaved by KGEI, San Francisco, the only American-originated news they could get.

When Gen. MacArthur transferred his quarters to Australia, he thought that Winter's news commentaries would be good for the morale of both the American expeditionary forces there as well as the Australians. He requested the Australian Government to arrange for such broadcasts.

Now each week Winter's special news commentary is sent out by RCAC, just north of San Francisco. It is picked up and transcribed in Australia and released at a convenient time for the majority of listeners there over the entire Australian broadcasting system.

Canadians to Cleveland

PRACTICALLY all the board of directors of the Canadian Assn. of Broadcasters are expected to attend the NAB convention at Cleveland, according to an announcement of the CAB. Those who have signified their attention to attend are Glen Bannerman, CAB president and general manager; Harry Sedgwick, CFRB, Toronto; Jack Cooke, CKGB, Timmins, Ont.; E. T. Sandell, St. Catherines, Ont.; Phil Lalonde, CKAC, Montreal; Harold Carson, CFAC, Calgary; Joseph Sedgwick, CAB counsel; George Chandler, CJOR, Vancouver. Many other Canadian broadcasters and those allied with the industry are reported planning to attend.

New WOR Participator

BRINGING housewives information on the war as it affects the lives of women, *Claire Wilson Reports*, weekly quarter-hour program, has started on WOR, New York, with two participating sponsors: Wilbert Products Co., New York (Floor Wax), and John Opitz, New York (J-O Insecticide). Agency for both companies is Tracy, Kent & Co., New York.

Early 50 kw. Grant Is Refused WGAR

Will Be Heard Jointly With Similar WADC Petition

WITH A COMPETITIVE hearing already scheduled on assignment of the 1220 kc. channel for high-power operation in this country, the FCC last Tuesday voted unanimously to deny the petition of WGAR, Cleveland for immediate assignment to the frequency. The competitive application of WADC, Akron, for the frequency with 50,000 watts power was designated April 7 for simultaneous hearing.

It is understood the Commission decided to expedite hearing on the competitive applications, in the light of Havana Treaty requirements. Originally the 1220 kc. channel, a Mexican Class I-A, was to have been assigned to Detroit for Class I-B operation with a 50,000-watt station. Recently, however, an agreement was procured both from Canada and Mexico for use of the facility in the Ohio area.

WGAR, it is understood, has purchased all of the necessary equipment for 1220 kc. operation and therefore would not be blocked by recent freeze orders affecting procurement of critical materials. It is reported, also, that WADC, CBS outlet in Akron, has acquired most of the essential materials.

Also designated for hearing in connection with the proposed shift is WHBC, Canton, O., now operating on 1230 kc. with 250 watts. The station would have to be moved in order to permit operation of either WGAR or WADC on 1220 kc.

WGAR's petition for reconsideration proposed that it be authorized to operate for the duration with 5,000 watts, rather than 50,000 watts.

Simultaneously, the FCC denied the application of WGNY, Newburgh, N. Y., for a special service authorization to operate on 1220 kc. with 1,000 watts, unlimited time. WGNY is regularly licensed as a 1,000-watt daytime station on the frequency and is the only station in the United States at present assigned to the frequency.

LAWRENCE NAMED TO HEAD KSO-KRNT

APPOINTMENT of Craig Lawrence, vice-president and commercial manager of Iowa Broadcasting Co., as acting manager of KSO and KRNT for the duration, was announced last week by Maj. Luther L. Hill, executive vice-president of IBC and manager of the stations. Maj. Hill has left for active duty at the Air Corps Training Center at Miami. Mr. Lawrence has been with the Cowles stations since November, 1932, and has been commercial manager of KSO-KRNT and vice-president of IBC.

Mr. Lawrence

Mr. Lawrence promptly announced appointment of Robert Dillon, of the KSO-KRNT sales staff, as local commercial manager for the two stations. He has been with the organization for four years, coming from the sales department of KSTP, St. Paul.

Mr. Enns

Mr. Dillon

Ted Enns, national sales manager for KSO, KRNT, WMT and WNAX, has taken over network and spot business under the new organization and will be in charge of network originations for the two Des Moines stations, in addition to his national sales work for all four outlets.

WOV to Appeal

WOV, New York, will take exception to the report of NLRB Trial Examiner Earl S. Bellman [BROADCASTING, May 4] on the case of American Communications Assn. against the station, according to Sanford Cohen, WOV attorney. "We will take exception to the report on the ground that it is not supported by the substantial evidence in the case," he stated. Mr. Bellman upheld the union's charges that the station had violated the Wagner Act and recommended reinstatement of 31 former employes, with back pay to Dec. 5, 1940, a sum which ACA estimates at about $25,000.

Bibliography by CBS

SIXTH EDITION of *Radio and Television Bibliography*, dated May 1942, *has been published by CBS* as a guide for students and others interested in books, pamphlets and articles on the radio and television industry The 96-page book is compiled by the research department of the CBS reference library, and includes cross-indexed subject matter, together with authors, sources and titles of books and articles on the subject.

Dames Doubling

FEMININE staff members of KROW, Oakland, Cal., are busily training for announcing and engineering jobs in radio. Mercedes Prosser, secretary to General Manager Phil Lasky; Phyllis Flynn, PBX operator and traffic manager Jean Maxfield, all are working before the microphones now.

Gopher Interests Drop KTOM Plans

Action Based on Refusal of WPB to Grant Ratings

PROMPTED by the WPB's refusal to grant the necessary preference rating needed to obtain equipment for the construction of the new KTOM, Brainerd, Minn., promoters of that station have decided to forego construction for the duration.

In making the announcement, it was explained on behalf of the KTOM permit holders that Brainerd is at present receiving fair radio service, hence the WPB's decision. Brainerd is about 100 miles west of Duluth, and the same distance northwest of St. Paul.

Docket Status

Whether this will mean entire forfeiture of the construction permit is conjectural. The only other alternative in delaying construction under FCC procedure is to keep applying for extensions of the commencement and completion dates.

This method, however, is not feasible since extensions are only granted by the Commission when the permittee has already begun construction and where there is a possibility of obtaining further materials. KTOM up to last week had not notified the Commission of any definite action.

The FCC's policy as to suspending or rescinding in such cases has not been determined since such a specific problem has not yet arisen. Nevertheless the question is inevitable as many of the outstanding construction permits for new stations are still uncompleted as well as being in areas now receiving adequate coverage thereby eliminating any chance of a favorable priority by the WPB. Of last year's 54 new station grants, eight are still outstanding, as are two of the three 1942 grants.

KTOM was authorized last Nov. 25 [BROADCASTING, Dec. 1, 1941] to Brainerd-Bemidji Broadcasting Co. for 250 watts on 1400 kc. Stock is 90% held by the owners of North Central Broadcasting System Inc., a regional network, and KRMC, Jamestown, N. D. Principals are John W. Boler, Howard S. Johnson and David Shepard, each with 30%. The remaining 10% is owned by Edmund Tom O'Brien, operator of a local greenhouse.

Pall Mall Buying

AMERICAN CIGARETTE & Cigar Co., New York, has started participating sponsorship on four programs on WEAF, New York, for Pall Mall Cigarettes. The company is the second sponsor to sign for *Studio X*, *Funny Money Man* and *Rhymin' Time*, since the shows were made available for participating sponsorship; Lever Brothers, Cambridge, Mass., was the first to participate, on behalf of Lifebuoy Soap. Pall Mall Cigarettes will also be advertised on WEAF in *Morning in Manhattan* and has started *Modern Design*, quarter-hour program of popular recorded music four time a day seven days weekly. Agency is Ruthrauff & Ryan, New York.

Bethlehem Steel's Buy

BETHLEHEM STEEL Co., Bethlehem, Pa., bought a half-hour on WJZ, New York, to broadcast ceremonies in connection with the award of the Navy "E" to the company's Staten Island Yard, May 9. Account was handled direct.

Mystic Foam Placing

MYSTIC FOAM Corp., Cleveland (cleaner), out of West Coast radio for more than a year, has started a thrice-weekly quarter-hour of recorded music on KIEV, Glendale, Cal. Contract is for 13 weeks, having started April 24. Other radio is also contemplated. Placement is through Fred R. Johnson, Los Angeles, West Coast representative of the firm.

THANKS TO

FOR CHOOSING

WGAC

FOR YOUR PICTURE STUDY

We are pleased that so many of our advertisers have had the opportunity to see what goes on behind the scenes in our studios, where every possible service and attention to detail is rendered as a matter of course.

WGAC

NATIONAL REPRESENTATIVE Headley-Reed Co.

»BLUE NETWORK«
AUGUSTA, GEORGIA

★ If you can't guess the name of the magazine here's a CLUE—a leading picture magazine claiming 22,000,000 readers. SEE APRIL 27 ISSUE • PAGES 76-77

Coast Photo Series

PHOTO DEVELOPING Inc., Cincinnati, operating under the trade name of Posto-Photo, to promote its new West Coast plant at Los Angeles, on May 6 started a thrice-weekly five-minute participation in *Breakfast at Sardi's* on 13 Pacific BLUE stations, Monday, Wednesday, Friday, 9:30-10 a.m. (PWT). Contract is for 13 weeks. Firm on May 5 also started, under a similar contract, sponsoring a six-weekly quarter-hour newscast by Howard Gray on KFVD, Los Angeles, and in addition uses 12 participations per week in the *Andy & Virginia* program on KMPC, Beverly Hills, Cal. Other West Coast spot radio is contemplated with placement through the Mayers Co., Los Angeles.

FUTURE PLANS WERE MAPPED for CBS' *Church of the Air* at a recent meeting of the advisory board at CBS headquarters in New York. Present were (l to r): Rev. John J. McClafferty, assistant director, Division of Social Action, Catholic Charities; Rev. Theodore F. Savage, D.D., executive secretary, Presbytery of New York; Leon Levine, assistant director of education and religion for CBS; Mrs. Edward T. Willson, of the General Council of the Congregational and Christian Churches, representing the Rev. Douglas Horton, D. D.; Rabbi Jonah B. Wise, LL.D., Central Synagogue of New York; Dr. Emory Ross, general secretary of the Foreign Missions Conference of North America; Ruth Lange, CBS broadcast director for religious programs; Rev. G. Warfield Hobbs, D.D., secretary of the National Council of the Episcopal Church; Dr. Ralph Stoody, director of Methodist Information, representing Bishop Francis J. McConnell of the Methodist Church; Russell B. Pettit, representing B. Palmer Lewis, head of the Christian Science Committee on Publication for the State of New York; Lyman Bryson, CBS director of education and religion; Rev. Ralph H. Long, D.D., executive director of the National Lutheran Council; Douglas Coulter, director of CBS broadcasts.

WHAT'S OUR NAMES?
Answers to Radio Quiz Appearing on Page 53

(1) Evalyn Tyner (2) Claude Thornhill (3) Amy Arnell (4) Tommy Tucker (5) Padilla Sisters (6) Bertrand Hirsch (7) Tony Pastor (8) Emile Cote Choristers (9) Charlie Barnet (10) Ray McKinley (11) Russ Morgan (12) Gene Krupa (13) Teddy Powell (14) Szath-Myri (15) Ray Herbeck (16) Johnny Long (17) Le Ahn Sisters (18) Will Bradley (19) Gertrude Niesen; (20) Dickson's Melody Mustangs (21) Howard Barlow (22) Joe Reichman (23) The Quintones.

The Following Stations Recently Joined LANG-WORTH

WINX, Washington, D. C.; W67C, Chicago, Ill.; KWTO, Springfield, Mo.; KBON, Omaha, Neb.; WGTC, Greenville, N. C.; WGTM, Wilson, N. C.; WHIT, New Bern, N. C.; WHBC, Canton, O.; WCKY, Cincinnati, O.; KWON, Bartlesville, Okla.; WERC, Erie, Pa.; WJPA, Washington, Pa.; WSM, Nashville, Tenn.; WSLS, Roanoke, Va.; KIRO, Seattle, Wash.

LANG-WORTH, Inc.
New York, N. Y.

House Probe

(Continued from page 135)

vised more effectively to undermine commercial broadcasting if they had been "written by the head of the magazine association". Yet the Commission is bound by law, he declared, to see to it that a broader use of radio is obtained in the public interest.

Rep. Hinshaw asked about the ability to clear time for speeches of the President or others in public life if the rules become effective. Judge Burns insisted that as a practical matter it would be impossible to arrange networks on split-second schedules as now is the case. Mr. Hinshaw paid tribute to radio's fairness in allotting time to men in public life, pointing out that newspapers, being so jammed with other material, never carry a speech that runs "more than a minute in length". He said this observation was that the only way to get a message over to the people is via radio.

With the "ruthless competition" that would come through outlawing of option time, Judge Burns said, sustaining programs generally would become a thing of the past. It would become "a crazy quilt" setup, he said, and each man in public life would have to have "a radio secretary".

After Judge Burns had pointed out that radio had become of age and that it was not beset with evils such as stock-jobbing, Rep. McGranery interposed, "You feel that radio is entitled to long pants instead of short ones?"

"Instead of no pants at all," Judge Burns rejoined, to the accompaniment of laughter.

Parity With Press

CBS is entirely in agreement with the Sanders Bill with one exception, Mr. Burns said. He also advocated the philosophy expounded by Mr. Paley that radio should be treated on a parity with the press. Regulations should be limited to physical problems, he declared.

Judge Burns said that while he favored definite divisions of the Commission, he would rather see different agencies altogether. Moreover, he said he would leave it to the full Commission to determine general rules but rather keep each division autonomous in that repect. He said he felt a public utility-minded regulator could not easily departmentalize the work, pointing out that broadcasting does not fall in the public utility category as do telephone and telegraph matters.

Alluding to Section 7 of the Sanders Bill, calling for reports on the series of controversial policy matters, he said he felt Congress should ask the Commission to supply all of them.

Urging Congress to set up a "national policy", he said the FCC has not shown the "administrative humility" needed and instead of trying to get its instructions from Congress, has gone its own way through arrogation of power it thought it had.

Bound by Decree

Insisting the Commission should receive instructions from Congress as to what is the "Congressional will" on these controverted matters, he said the FCC on the other hand has found these "imaginary evils" and "ignored Congress". Then he brought another volley of laughter when he observed, "If I were a Congressman, I'd be rather sore about it."

Again attacking the FCC's rules striking at affiliates, rather than directly at the networks, Judge Burns said that the FCC has "bound itself by a decree" to refuse licenses to stations which enter into contracts with networks not consistent with the rules. "I submit," he said, "that is not according to the law."

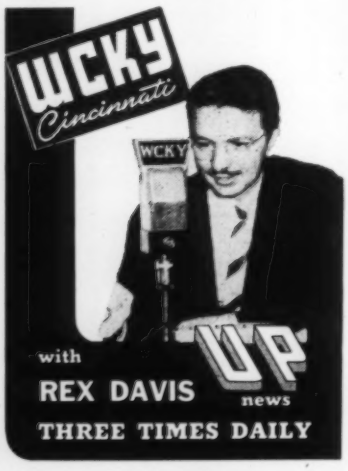
When Rep. Wolverton alluded to the minute adopted by the Commission following the network appeals, in which it said in effect it would not take action against any station which sought to litigate the rules, Judge Burns asserted this in his judgment was simply a device calculated by the Commission to help it in the litigation and because of the "appearance of the record". He contended that was negatived by the Commission's motion to dismiss the network cases.

Irrespective of the outcome of the litigation, Judge Burns argued it was the responsibility of Congress to establish the policy. Otherwise, he said, the FCC can undertake "a general roving Commission". He agreed with Reps. McGranery and Sanders that there should be "a hearing de novo", or from the beginning, in connection with new legislation.

Urging enactment of the bar association recommendations regarding appellate procedure, Judge Burns said in his judgment enactment of the Sanders Bill would be a long step in the right direction. Answering Rep. Hinshaw, he said he thought there should be an entirely new statute, but that the Sanders Bill should get right of way.

FCC is Divided

CBS did not appear before the Committee to ask any special privileges, he said. It simply asked that Congress prescribe the limits to which the Commission can go. The



FCC itself, he pointed out, is divided on its powers. Reiterating that the proper course was for the Commission to report to Congress for instructions in the form of an amendment to the law, he said that apparently such a course was "distasteful to Mr. Fly" and that he preferred to issue regulations which he claimed would stabilize the industry. He said that when notice of intention to cancel the contracts came from affiliated stations and court review was sought by the networks, the Commission objected to having its powers tested and interposed "the most technical of objections".

He said MBS could not claim to be an injured party, since it was shown that it has developed both in revenue and in number of affiliates at a swifter pace than have the other networks. He admitted, however, that its affiliates generally were not of comparable size nor was the dollar volume comparable. He said he felt MBS did not need "intervention" of the FCC to aid its development.

Rep. McGranery observed that something "more vicious" than any existing practice might grow up through "secret arrangements for time options", if the regulations are invoked. He felt exclusively created good order in the industry.

When Rep. Sanders expressed amazement over the off-hand way in which industry spokesmen seemed to support "licensing of networks", Judge Burns alluded to the extraordinary situation with which CBS was faced. Under the rules, it was regarded as a "sort of outlaw" and that rather than have the FCC deal in a "back-handed, indirect way" with networks through punishment of affiliates, he said his company had decided on the licensing policy. If, on the other hand, the Paley philosophy of parity with the press and of limiting of regulation to physical aspects is approved, he said licensing would become unnecessary.

Utility Possibility

Rep. Brown alluded to the recent action of the Associated Press in changing its by-laws because the Dept. of Justice felt it might be freezing out service to newspaper members. He asked whether the networks had ever thought about the possibility that they would be "compelled to supply service to any station". Then he observed that the next step might be to make broadcasting a public utility with guarantee of profits and fixing of rates.

Judge Burns said there was no question that such a requirement inevitably would result in radio becoming subject to common carrier requirements. He pointed out, however, that both NBC and CBS now are in litigation under the anti-trust laws.

Rep. Hinshaw asked about development of priority allocations and inquired whether Judge Burns had any ideas on how they could be handled. Beyond observing that he felt this problem could be handled administratively, Judge Burns commented simply that he would be shocked if there developed any sort of discrimination in this sphere as a wartime measure.

Prior to recessing the hearings until May 19, Chairman Lea observed that Judge Burns had failed to follow the custom of giving his background and experience, probably because he was "too modest". He then explained that Judge Burns for three years had been a Supreme Court justice in Massachusetts and was the first general counsel of the SEC, serving from 1934 to 1937. In 1937 he served as special counsel for the Maritime Commission and since then has been practicing law.

In
LOS ANGELES
It's
Warner Brothers'
KFWB
980 Kilocycles
5000 Watts - Day and Night
National Representatives
William G. Rambeau Co.

MAKING THE SPONSOR LIKE IT

Dealers and Salesmen Should Be Taught to Be Enthused Over Radio Campaigns

By GEORGE L. MOSKOVICS
Sales Promotion Director,
CBS Pacific Network

RADIO as an advertising medium must stand or fall by the amount of interest accorded it. That interest should come not only from the listening audience. It *must* be displayed too by the firms and men who profit from commercial broadcasting—the sponsor and his organization personnel.

Therefore, radio, to do a good selling job should be equipped with a merchandising "hook", not only for the consumer but for the dealer and sales force as well. There must be a stimulus, an uplift. These dealers and salesmen must have more than just another program thrown at them.

Trade Education

With these basic thoughts in mind, when KNX, Hollywood, became an outlet of CBS in 1937, we went about looking for a way to arouse that personal enthusiasm, and hit upon an idea. We call it "trade education". Since instituted, it has proven a major contribution to the outstanding success of KNX, building goodwill and adding profit to our organization.

By "trade education" I mean the selling educational program which has brought thousands of salesmen, jobbers and dealers into our studios to learn what their firm's respective radio programs are doing to help build consumer response. Many a dealer and salesman who came to these meetings were dubious. But those same "doubting Thomases" went away sold, enthused on the advertising job radio is doing for them.

Meeting Isn't Costly

There is nothing elaborate about an educational sales meeting. It isn't costly, yet it pays big dividends. Usually held just prior to the initial broadcast of the sponsor's show, it is styled to meet the needs of the moment. With slight variations, a meeting usually includes (1) an entertaining informal reception for the sales staff of the sponsor; (2) a preview of the program, with a general introduction to the talent; (3) pep talks by the sponsor or his sales manager, with CBS Pacific Coast executives on hand to discuss such vital points as the size of radio, the number of radio families and the listening habits of the audience.

Especially interesting to salesmen is the reason their firm selected the particular type of program to do its selling job. If, for instance, a mystery show was the choice, salesmen are given statistical figures showing the importance of that type of program on the air today. Finally they are told why KNX was selected as their station.

Belief in Radio

We must at all times remember that what has become every day work to us in the broadcasting industry, is still a new, vital and glamorous world to men and women in more prosaic lines of activity. This "trade contact" procedure not only builds up enthusiasm for the campaign to follow, but it also builds up *belief in the medium of radio*. Once convinced of the importance of radio as an advertising medium, these sales executives, in their enthusiasm, carry the news to others in the field. The result is a general campaign in favor of our station. We have found this by actual check.

While there are wide differences in the type of meetings that are possible under this method of merchandising, I do not know of a more potent method of economical promotion now open to even the smallest of stations. Thus far in 1942, we have played host to better than 5,700 dealers and salesmen. With an increase of 108% in KNX gross billings since 1937, it is our belief that these educational sessions have done much to make this possible.

West Wise!
Don't pass up a good market just because it's a big market! KSL covers all of the Intermountain West and what's more knows how to keep it's westerners listening . . .
KSL listener response for one month alone came from 86% of all counties in 11 big western states.
. . . *Ask Petry!*
KSL
SALT LAKE CITY
50,000 WATT KEY STATION FOR COLUMBIA IN THE INTERMOUNTAIN WEST

AIRDALE (Ky.) AIN'T NO "BEST IN SHOW!"

As towns go, Airdale (Ky.) probably has its points. But when it comes to winning ribbons for sales possibilities—uh-uh! That honor goes to the Louisville Trading Area, where 46.9% of Kentucky's population accounts for 54% of the State's retail sales! . . . And it takes only *one* radio station—WAVE—to cover the whole Area at low cost! Need we bark any louder?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives

703 Stations Sign Contracts of BMI

Copyright Signatures Easily Ahead of Pace Last Year

BROADCAST MUSIC Inc. passed the 700-mark last Thursday when Carl Haverlin, vice-president in charge of station relations for the industry-owned music rights organization, announced that 703 stations had signed the new eight-year BMI contracts.

Pointing to this achievement as concrete proof of the unanimity and solidarity of the broadcasting industry's support of BMI, Mr. Haverlin compared this record of 703 station licensees since March 11, a period of less than two months, with the fact that in 1941 BMI secured its 701st station license on Sept. 14.

Network Pacts

In addition to the 703 individual station contracts, BMI has contracted with 14 national and regional networks, Mr. Haverlin reported, adding that of the entire lot BMI has issued only eight per program licenses. Preliminary studies of responses from about 650 stations to a BMI questionnaire about their music performance arrangements indicate that only about a third of the stations have taken out the ASCAP blanket licenses.

Of the remainder, about two-fifths have no ASCAP licenses of any kind, while the balance of the stations answering the questionnaire have taken out per program licenses, or a combination of blanket and per program, or have taken licenses only for either commercial or sustaining performances but not for both.

The questionnaire, it was reported, was sent to the more than 750 stations which have had BMI licenses. The replies indicate that by creating and supporting BMI the broadcasting industry has secured savings in the cost of music substantially in excess of original estimates. When applied to the entire broadcasting industry, the response to date indicates that ASCAP's income from radio this year will not exceed $3,000,000.

In addition, the nation's broadcasters will expend about $1,200,000 for the continued support of BMI. The total, slightly over $4,000,000, represents a considerable saving from the payments which would have been made to ASCAP alone under the old ASCAP contracts calling for 5% of gross income plus sustaining license fees.

STARS OF THE WEEKEND fail to fluster Manager John Rivers (right) of WCSC, Charleston, S. C., in the WCSC coverage of the Southern premiere of "Reap The Wild Wind", which included two broadcasts from a Junior League Ball in celebration of the event, one of which was fed to the Dixie network of CBS. Equally unflustered by presence of (left center) Paulette Goddard and Martha O'Driscoll is Charles McMahon, m.c. for premiere. Russ Long, Mel Austin and Willard Scholz, WCSC staff announcers, also took part in the interviewing before the Cecil B. deMille 30th anniversary picture was turned on the screen.

ASCAP Seeks Appeal

ASCAP has applied to the Appellate Division of the New York Supreme Court for leave to go to the Court of Appeals with its motion for dismissal of the BMI-Marks suit, following a denial from the Appellate Division which upheld the ruling of the lower court [BROADCASTING, May 4]. ASCAP has been granted a stay from answering the plaintiff's charges pending decision on its application.

AFRA Pacts

AMERICAN Federation of Radio Artists reported last week it had negotiated a contract with WEEI Boston, and renewal contracts with WINS, New York, and WKAT Miami. WEEI contract was described as similar to the AFRA contracts with other CBS M&O stations. The renewal contracts are about the same as before except for certain wage increases.

Toscanini Returns

TOSCANINI will return to conduct the NBC Symphony Orchestra on the BLUE beginning Oct. 31. He will conduct 12 of the 24 Saturday night broadcasts and Stokowski will handle the other half of the schedule, according to a joint announcement by Frank Mullen, NBC vice-president and general manager, and Mark Woods, BLUE president. In addition the program will be shortwaved.

OPUM CHEMICAL Co., New York (Dioxygen Cream), has started using three quarter-hour periods weekly on *Art Green's Magic Carpet*, hour program of recorded dance music heard six-times weekly on WMCA, New York, on a participating basis.

COVER THE DETROIT AREA BETTER with CKLW

IF YOU SELL THE DETROIT AREA you ought to get the facts on CKLW. This heads-up outfit is right in "the middle of things" at 800 k.c.—with complete coverage of this rich defense market.

5,000 Watts Day and Night
MUTUAL BROADCASTING SYSTEM

Espionage Themes Allowed by Blue

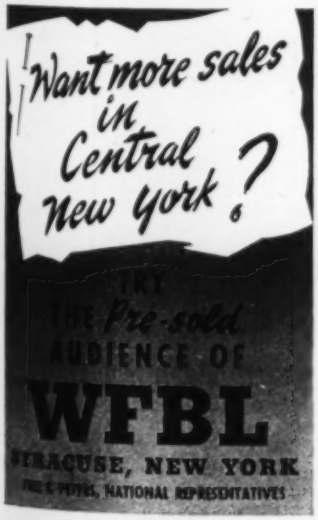
BREAKING a precedent of long-standing, the Blue network has adopted a general policy of acceptance of espionage and sabotage themes in commercial and sustaining shows if the scripts follow eight standards, formulated by Dorothy Ann Kemble, Blue continuity acceptance editor. First program on the Blue to incorporate a spy theme is *Alias John Freedom*, with a hero who works under cover freeing victims from invading armies.

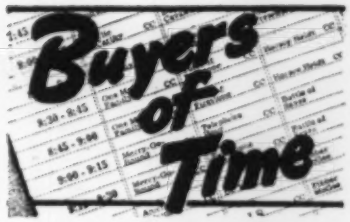
No program will be accepted that might tend to undermine confidence of the American people in the Government, the war effort or in the fighting forces, the Blue stated, adding that another standard in reviewing scripts forbids the outlining of any method of espionage or sabotage which might prove of aid to fifth columnists.

Dramatic scenes that depend on real places or things for development of plot are banned, as well as dramatization of the horrors of combat, the use of "alarming material, such as the bombing of civilians" and "plots drawn from actual incidents, easily recognizable, such as the *Normandie* fire," now under investigation by Government agencies.

Other regulations adopted by the Blue confine acceptance of scripts to specific complete broadcasts of quarter-hour or half-hour duration, to prevent "cliff-hanging" episodes, and the clearance of material with any Government agency referred to or involved in the script.

NBC has not relaxed its general policy barring spy series, according to Edward R. Hitz, assistant to Roy C. Witmer, NBC vice-president in charge of sales. One exception was made, however, last Wednesday night when NBC allowed Bristol-Myers Co., New York (Vitalis), to present a dramatization of fifth columnist activity in "The Case of the Whispered Word" on the *Mr. District Attorney* program. Pedlar & Ryan, New York, handles the Vitalis account.





VINCENT RICHARD SMITH

OPERATING on the theory that an advertising medium is only as good as the results it produces for advertisers, Dick Smith, partner and timebuyer of Smith & Bull Adv. Agency, Los Angeles, maintains that only through a wide experience in timebuying over every classification of radio station and every type of publication can a thorough knowledge of media be gained. Appreciating the power and coverage of major stations, Smith never discounts the ability of minors to get results on the dollar-for-dollar basis.

With these theories he joined Frank Bull, well-known West Coast sportscaster, in forming the firm of Smith & Bull Adv. Agency in 1939. He has since successfully bought time for such well known accounts as National Funding Corp. (finances); Seaboard Finance Co. (loans); Master Photo Finishers Assn. (photo developing, finishing); Zesto Bottling Co., (beverages); Samaritan Institution (treatments for alcoholism); Bible Institute (religious); Oregon Properties Inc. (real estate).

Born in New York City 41 years ago, Vincent Richard Smith went West in 1915, attending Pasadena (Cal.) High School where he played football and baseball. At 16 he joined the Navy, and before receiving his honorable discharge at close of the World War was a quartermaster. Returning to Pasadena in 1919 he became an advertising salesman and later automobile editor of the *Pasadena Post*, from which he resigned in 1924 to enter the real estate business.

Radio became his interest in early 1926 when he joined the commercial department of KGFH (now non-existent), in Glendale, Cal. Remaining with that station for three years, he resigned to become account executive of a Los Angeles sales organization then associated with KMTR KMPC and KMIC (now KRKD). It was in 1939 that he joined Allied Adv. Agencies Inc., Los Angeles, as vice-president and account executive. He left that firm after two years to join forces with Frank Bull.

Operating from his Los Angeles headquarters he contacts stations directly by frequent trips throughout the West. An all-around sports enthusiast, he considers golf and yachting as favorites. He is active in the Lakeside and Wilshire country clubs and a member of the U. S. Coast Guard Auxiliary. The Smiths live on what he terms a "city guy's ranch" in Encino, Cal.

'V' By Godfrey

TO PROMOTE civilian cooperation in war needs, Arthur Godfery, is forming an organization called "Victory Volunteers" through his thrice weekly CBS program *Victory Begins at Home*, which covers covers the Government's war activities to the lives of consumers. Purpose of the organization, whose insignia is a double "V," is to form an active group to cooperate with the Government in ration problems; to pledge itself to drive automobiles only when necessary; to assign 10% of its income to the purchase of war bonds and to urge people to talk less about news of value to the enemy.

HERBERT CARLBORG, formerly with the Detroit office of Radio Sales, CBS subsidiary, has been transferred to the New York office of Radio Sales as an account executive.

Godfrey WABC Series Is Used by 11 Sponsors

ARTHUR GODFREY'S 75-minute early morning program on WABC, New York, now has 11 participating sponsors, after one year on the air, according to a large-size brochure released by the station. Godfrey's program of news, recordings, comments and guest personalities, heard 6:30-7:45 a.m., six times weekly, started April 29, 1941. Sponsors are: B. C. Remedy Co., Durham, N. C. (headache powders); Barbasol Co., Indianapolis (shaving cream); Eaton Paper Corp., Pittsfield, Mass. (writing paper); Griffin Mfg. Corp., Brooklyn (shoe polish); Illinois Meat Co., Chicago (canned meat); Lehn & Fink Prod. Corps., New York (drugs and cosmetics); Manhattan Soap Co., New York (Sweetheart Toilet Soap; soap flakes); Mutual Benefit Health & Accident Ass'n., Newark; Pepsi-Cola Co., New York; O'Sullivan Rubber Co., Winchester, Va. (rubber heels, soles); Waste Paper Consuming Industries.

Haley Joins Army

ANDREW G. HALEY, Washington radio attorney in the firm of Porter & Haley, has entered the Army as a major and is now stationed in the Judge Advocate General's Department. Mr. Haley at one time was on the legal staff of the FCC, resigning several years ago to become partner of George B. Porter, former assistant general counsel of the FCC, in private practice. Firm is continuing under Mr. Porter as Porter & Haley.

THERE MUST BE A REASON!

Since the first of the year WCOP has been breaking all previous sales records—week after week—and NOW, more advertisers are using WCOP than at any other time in its history.

Call any HEADLEY-REED office for further information

WCOP
MASSACHUSETTS BROADCASTING CORP.
COPLEY-PLAZA HOTEL BOSTON, MASS.

BOSTON'S "STAR SALESMAN"

potent

. . . yes, Mr. Time Buyer

WSOC

Charlotte, N. C.

Offers a Potent Selling Combination

Because . . .

WSOC Has:

NBC Red---

AP News---

Local Audience preference ---

Local Advertiser preference ---

Write for *"New Facts For Time Buyers"*

You Place the Business -

We Deliver the Audience

National Representatives

HEADLEY-REED CO.

New York - Chicago
Detroit - Atlanta
San Francisco

WSOC

1240 KC NBC RED

WPB Power Order

(*Continued from page 21*)

istrators will take into consideration the area covered by the station. If there is only one station in a given community, he felt it would not be affected by a power shortage.

Moreover, Mr. Falck pointed out that since most stations do not operate on a 24-hour basis, he did not feel that radio would be affected in any way comparable to other non-defense users of power, except in extreme emergencies.

A different, and somewhat novel, view of the WPB order came from the Federal Power Commission, which during normal times controls power in interstate commerce. An official stated he did not feel the order would affect existing broadcast facilities but he thought it would knock out use of power for any new facilities. This official said the order was issued to forestall any kickbacks when an "extreme emergency might arise" and that it would apply mostly to unnecessary uses of power such as for store window lighting, displays, neon lights, outdoor signs, billboards, and such.

The Power Commission official recalled that when the power shortage developed in the Southeast last year, there was no cut-off of broadcast stations. Only those lighting uses in the unnecessary category were curtailed, he said. Heretofore, the Power Commission repeatedly has indicated that broadcasting is regarded as a necessary service, albeit not an essential one within the technical meaning of the war program.

Appeals Can Be Made

Leighton H. Peebles, chief of the WPB Radio Branch, asserted that the order, as now written, obviously would strike radio hard, particularly in areas where power shortages develop. He pointed out, however, that appeals to WPB are always in order and that while radio has not been recognized as an essential service within the strict war meaning, it nevertheless is regarded as a necessary one. That is the reason broadcasting has been given an A-3 priority rating on replacement and repair materials.

Mr. Peebles also was confident that WPB would be loath to ration power if there is only one station in a community and where areas would be deprived of broadcast service. He felt certain that even if the order is not changed to exempt broadcasting, special dispensation will be given.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

IRONING-OUT KINKS in the new *Songs by Dinah Shore* on 104 BLUE stations for Bristol-Myers Co. (Mum), are (l to r), Truman Bradley, announcer; Gordon Jenkins, musical director of the series; Dinah Shore, vocalist and star; William Lawrence, Hollywood production manager of Pedlar & Ryan, agency servicing the account. Looking on (standing) is Walter Johnson, who is radio director of MCA. The program is heard Friday, 9:30-9:45 p.m. (EWT).

Senate Eliminates Ouster of Watson

Appropriation Rider Viewed As Being Discriminatory

BECAUSE of an evident legislative slip-up, the services of Dr. Goodwin Watson as chief analyst of the FCC Foreign Broadcast Monitoring Service may not be severed by Congressional action.

Dr. Watson has been the subject of Congressional attack for alleged Communist-front activities, principally resulting from investigations of the Dies Committee.

A proposal, included in the Independent Offices Appropriation Bill by the House Appropriations Committee and approved by the Senate Appropriations Committee that Dr. Watson's salary could not be paid from FCC funds for 1943, was stricken from the bill last Wednesday by Senate vote.

Sen. Barkley (D-Ky.) led the attack on the House rider stating that "a matter of principle is involved as to legislative propriety and the justice to which an American is entitled at the hands of the legislative branch of the Government."

The Senator qualified his statement to the effect that "my action in seeking to strike out this language is not in any way to be interpreted as an approval of the views expressed by Dr. Watson, or of his original appointment to the position which he now holds." He added that "Senators who will vote against this provision are in the same attitude."

Sen. Murdock (D-Utah), who followed Senator Barkley on the floor asked: "Is there not on the statute books general legislation which prohibits the payment of any money appropriated by Congress to any person who advocates the overthrow of our Government?" He then advocated that the provision be stricken from the bill since "to include such language in this bill is in direct conflict with it, and a violation of it."

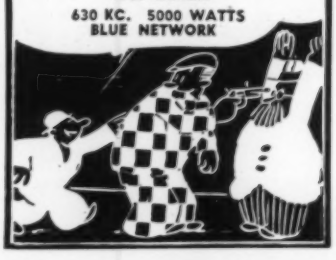
Senate Group Suggested

The motion was agreed to and at the suggestion of Sen. McKellar (D-Tenn.), member of the Senate Appropriations Committee, it was advocated that conferees be appointed to meet with the House on the matter. Senators Glass, Russell, Truman, Green, McKellar, Nye and White were chosen to represent the Senate.

It was indicated in Congressional circles that Dr. Watson may be asked to appear before a special investigating group on anti-American activities which is said to be in the process of organization with Attorney General Biddle as head.

"Crime doesn't pay! Get it honest on KXOK, St. Louis"

630 KC. 5000 WATTS
BLUE NETWORK



RADIO & Radar Branch has been organized in the War Production Board with Ray C. Ellis in charge. Ellis was formerly in charge of this work in the Ordnance Branch but now is responsible to Harold E. Talbott, deputy director in the Production Division.

Batt Slated to Address Chicago RMA Meeting

FEATURED speaker of the 18th annual and wartime convention of the Radio Manufacturers Assn. June 9 at the Stevens Hotel, Chicago, will be William L. Batt, director of the materials division and chief aide to Chairman Donald Nelson of the WPB. Mr. Batt will address the annual membership luncheon with a special message on the industry's war production program.

RMA members at the session will also vote on a proposal, recommended by the executive committee and board of directors at a recent meeting in Washington, setting up a new transmitter division. The new branch would be aimed to expand RMA war services and activities in that category. A special organization meeting for the transmitter division will be presided over by Dr. W. R. G. Baker, of General Electric, chairman of the RMA engineering department. Several other meetings of RMA committees are scheduled.

Tenative plans for a meeting of the National Radio Parts Distributors Assn. are being made by its president, George D. Barbey, coincident with the RMA convention. The sessions slated for June 7 or 8, would replace the National Parts Trade Show which was cancelled because of the industry's war production program.

Flava-Bake Spots

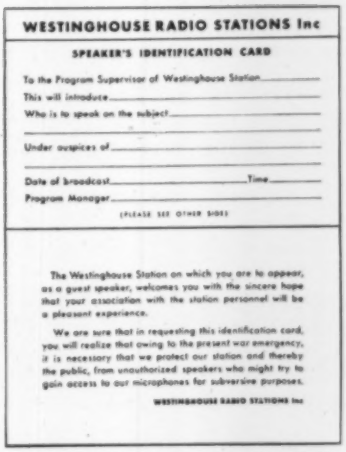
SEEMAN BROTHERS, New York, has started its second current campaign on WABC, New York, with a participation in behalf of Flava-Bake on Adelaide Hawley's quarter-hour program, *Woman's Page of the Air*, heard five times weekly. The sponsor also presents George Bryan's quarter-hour news program six-times weekly on behalf of Kitchen Magic. J. D. Tarcher & Co., New York, handles the account.

Bogert Elected

JOHN L. BOGERT, formerly vice-president and director of research of Benton & Bowles, New York, has been elected vice-president in charge of research and development of Standard Brands, New York. James S. Adams has been re-elected president and Harold G. Cutright has been re-elected vice-president, with the additional duties of secretary and treasurer.

Brewery Spots

ATLANTIC BREWING Co., Chicago (Tavern Pale beer), has started a total of 60 one-minute announcements weekly for 13 weeks on six Chicago stations: WENR WBBM WAIT WHFC WCFL WIND. Agency is Weiss & Geller, Chicago.



WESTINGHOUSE RADIO STATIONS Inc

SPEAKER'S IDENTIFICATION CARD

To the Program Supervisor of Westinghouse Station _____

This will introduce _____

Who is to speak on the subject _____

_____

Under auspices of _____

_____

Date of broadcast _____ Time _____

Program Manager _____

(PLEASE SEE OTHER SIDE)

The Westinghouse Station on which you are to appear, as a guest speaker, welcomes you with the sincere hope that your association with the station personnel will be a pleasant experience.

We are sure that in requesting this identification card, you will realize that owing to the present war emergency, it is necessary that we protect our station and thereby the public, from unauthorized speakers who might try to gain access to our microphones for subversive purposes.

WESTINGHOUSE RADIO STATIONS Inc

SPEAKER'S PASS instituted by Westinghouse Radio stations which identifies all guest speakers scheduled to use the facilities. Conceived by Lee B. Wailes, general manager, it is designed to forestall the possibility of unbidden guests or last-minute alternates presenting themselves to studio attendants unacquainted with the scheduled speaker. Each guest on a program is furnished with such a card signed by the station's program manager. Effective for the duration this regulation covers KDKA, Pittsburgh; WBZ, Boston; WBZA, Springfield, Mass.; WOWO-WGL, Ft. Wayne, FM stations affiliated with these stations and the international shortwave station, WBOS, Boston.

Sex of KEX

SECRET BALLOT by representatives of the Army, Navy and Marines named Patsy Bauman, singer of KGW-KEX, Portland, as *Miss Militia*. Her duties under this title call for appearance at most service functions held in and around Portland. At the same time she will continue her appearance on KGW's *Personality Hour* and the BLUE's *Granpappy and His Pals*, which originates at KEX.

Tops In Bonds

RADIO is credited by Indiana for its rank as the first State to subscribe its May quota of war bonds, according to Louis Carow, publicity director of the State's war savings staff. To aid in the promotion every station in the State is believed to have cooperated in a series of special MacArthur Week broadcasts. In announcing the success of the first month's drive, Eugene Pulliam, chairman of the Indiana war savings staff and owner of the WIRE, Indianapolis, credited radio with a "magnificent job".

Whitney to Army

ERNIE WHITNEY, radio director of Potts-Turnball Adv. Agency, Kansas City, has resigned to enlist in the Army, according to an announcement by W. J. Krebs, agency president, who said Mr. Whitney will be succeeded by Les Combs, formerly continuity chief of WHB, Kansas City. Previous to his agency work Mr. Whitney was a writer and sportscaster.

McCaw Promoted

J. ELROY McCAW, operator of KELA, Centralia, Wash., who was commissioned a second lieutenant in the Army Air Force last March and assigned to the Communications Branch in Washington, last week was promoted to rank of captain. He will continue his present duties at Washington's headquarters. Capt. McCaw's brother, Robert, has joined the Army Signal Corps in Seattle.

N. J. Copyright Bill

AN ANTI-ASCAP measure introduced in New Jersey Legislature early this year has been reported favorably out of committee and advanced to second reading in the State Senate at Trenton. Identified as Senate Bill 110, the measure seeks to stop formation of combinations to control performances of copyrighted vocal or instrumental musical compositions by exacting of license fees.

No Argument

FOR DIPLOMATIC interests, Street's Department Store, Tulsa, sponsors two 15-minute Sunday shows titled *Melody for Milady* and *Music Men* over KVOO, Tulsa.

WALB Staff Additions

ADDITION of two new members to the staff of WALB, Albany, Ga., has been announced by George R. Clapp who was named general manager April 20. A. T. Spies was appointed regional advertising director and Roger Vann has joined the announcing staff. Johnny Myers of the announcing staff has been appointed publicity director.

GEORGE DAVIS, musical director of *Help Mate*, on NBC, is the author of a book of four songs titled *Songs for a New World*, designed to interpret the war to children. The songs were introduced on the air recently. In addition, an article by him on the value of music as an inspiration to children, particularly in time of war, is scheduled for the September *True Story*.

WENDELL NILES, Hollywood announcer, having completed a narration assignment on an MGM short featuring Bill Tilden, tennis star, has been signed to do the voice for another sports film.

FANNIE HURST, novelist, on June 1 will start a quarter-hour commentary program on the BLUE, Monday through Friday at 5 p.m.

Worcester has money to spend. The industrial wage earner's envelope contains 25% more than it did a year ago or an average of well above $40 per week.

This huge industrial Central New England Market keeps tuned to WTAG. WTAG's ratings far exceed the totals of all other stations combined — morning, noon, and night. Ask for the complete details.

When You Buy Time— Buy An Audience

WTAG
WORCESTER

NBC BASIC RED NETWORK
EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVE
Owned and operated by The Worcester Telegram-Gazette

DON'T LOOK NOW, BUT THERE'S A MESSAGE FOR YOU (AND 839 OTHER BROADCASTERS) ON PAGE 31

Radio Executives Club Picks List of Nominees

CANDIDATES for official positions with the Radio Executives Club of New York during its 1942-43 season were nominated at the May 6 meeting. Art Tolchin of WHN, New York, served as chairman of the nominating committee. No meeting will be held May 13 due to the NAB convention in Cleveland and the final conclave of the year will be held May 20 when officers will be elected.

Nominated for president were Tom Lynch, Wm. Esty & Co., Bill Maillefert, Compton Adv., and Murray Grabhorn, general sales manager of BLUE M & O stations; vice-president, Linnea Nelson, J. Walter Thompson Co., and Helen Thomas of Spot Broadcasting; treasurer, Peggy Stone, of Spot Sales, re-nominated. John Hymes, Lord & Thomas, current president, automatically becomes an executive vice-president along with Arthur Sinsheimer, Peck Adv., and Al Taranto, Ted Bates Inc. Secretary nominations were Bevo Middleton, Radio Sales and Paul Frank, Weed & Co.

Disque Quits Phil Lord

BRICE DISQUE Jr. has resigned from Phillips H. Lord, New York production firm, where he served for three years as script editor, to enter the freelance field as script writer and producer. He has written a new show *For Valor*, dramatizations of the stories of American who have won the Congressional Medal of Honor, and is writing independently for several agencies.

FREE AND PETERS CELEBRATES

Regular Firm Marks a Decade of Spot Activity With Quiet Observance

MOUNTAINOUS BOUQUET from the staff and congratulations from radio folks he's met in the last decade seem mighty fine to James L. Free, chairman of the board of Free & Peters, representatives, at the 10th anniversary celebration, May 5, in Chicago offices of the company.

WITH staff celebrations in Chicago, New York, and branch offices, Free & Peters marked its tenth year as station representatives last Tuesday. A pioneer in the field, the company was organized May 5, 1932 as Free & Sleininger with a total personnel of two men, a secretary, and no stations. Within three months seven stations had bene acquired, a list that has expanded throughout the years to 30. H. Preston Peters, president, joined the firm the fall of 1932, and opened the New York offices on Jan. 1, 1934. In the fall of 1936, C. L. Sleininger sold his interest in the company to Mr. Free and Mr. Peters, and the corporate name was changed to Free & Peters.

"When we got started," James L. Free, chairman of the board recalled, "we first had to sell stations on the idea of national representation since many stations were in doubt as to whether representation was practical. Then we had to sell the idea of spot radio to advertisers and agencies.

"The last decade," Mr. Free continued, "has seen not only tremendous growth in the volume of spot radio, but a development of business methods in radio. Ten years ago, rate cards, for example, were used as a starting point of negotiation. Today, rate cards of stations mean as much, if not more, than the rate cards of newspapers. Programming and sense of responsibility on the part of stations have changed the objectives of selling spot time. Stations formerly wanted to sell time in half-hour and hour segments, because they were not set up to program their own time. However, the greater share of spot business today is in the form of announcements placed in relation to the station program structure. Spot announcements in themselves have become miniature programs produced with entertainment value as well as selling message."

Last year Free & Peters acquired the rights to Sonovox an instrument that articulates sound into words, and set up with the inventor, Gilbert Wright, a separate company, Wright-Sonovox. The Sonovox has introduced new production technique into spot announcements as well as programs, and Wright-Sonovox, with its separate personnel, acts as creative program department for Free & Peters as well as sales representative of Sonovox.

Robson Back at CBS

WILLIAM N. ROBSON, formerly radio director of Lennen & Mitchell, New York, and for the last few months assistant to Bernard Schoenfeld in producing broadcasts for the OEM and WPB, has returned to CBS as a producer-director to devote most of his time to war propaganda programs. He will supervise the revision of format for *Report to the Nation*, CBS weekly Washington program, dramatizing the background of issues currently in the public interest. Assisting Mr. Robson on war programs will be Ranald MacDougall, free lance scriptwriter, who resigned recently from NBC's script division.

Keep 'Em Walking

A CAMPAIGN to encourage people to keep in "wartime trim" by walking, has been launched on WOR, New York, by John Gambling, who conducts morning set-up exercises on his *Musical Clock* program. Gambling uses the words of a new song by Irving Caesar, "Walk With Uncle Sam," as the time for his "Walk to Work Club." Program is sponsored by Pepsi-Cola, New York, and by Bond Clothes, New York, on alternate days, six times weekly.

ONE Outstanding Market

563,000 people who spend $130,-754,000 annually in retail stores. Three thriving cities, 29 prosperous urban communities—11,000,000 acres of the richest farm land in the world!

with ONE Selling VOICE

42.3% of the composite listening audience from 7 A.M. to 10 P.M. —that's the showing of WTAD in a recent survey in this area (8,244 interviews)! The other 9 stations reported, ranged from 16.6% down to 1%.

about which ONE Retailer Says

William E. Winkler, Salesmanager of the Bueter Baking Co., Quincy:
"Although we use numerous media, we spend more for radio than any other single one. WTAD is the only medium that covers our whole territory. We cannot say too much as to the effectiveness of our program over WTAD."

SEE How Your SALES Increase Because RADIOS Keep Tuned To . . .

"930 on the Dial"

WTAD

QUINCY, ILL. C. B. S. 1000 Watts
THE KATZ AGENCY National Representative

WIAC

580 Kc. • 5000 Watts

"First on all Puerto Rico Dials"

Box 4504

San Juan, P. R.

Peabody Awards Board States Position Covering Selection of Annual Honors

EDITOR, BROADCASTING:

Your editorial "Peabody Error", [BROADCASTING, April 27], has been read with much interest. We appreciate this constructive criticism of the Peabody Awards.

As a matter of record, I think you and the broadcasters of the country will be interested to know that we of the university share some of the opinions expressed in your editorial. Perhaps the best evidence of this fact is to be found in the opening paragraphs of the "Report of the University of Georgia Faculty Committee on Preliminary Selections to the Advisory Board of the George Foster Peabody Radio Awards", which I quote:

"As requested by your group, we the faculty committee on preliminary selections have examined the entries for the Peabody Radio Awards and are providing herein a digest of the material which in our judgment is most eligible for these distinctions, and from which you may choose to make your selections. We understand, of course, that you do not have to restrict your choices to the entries, but may select any program or station which you deem worthy of the honor.

Public Service

"You will note that our recommendations follow the classification suggested by Edward Weeks and approved by members of your board, viz., (1) the best reporting of the news, (2) the best entertainment in drama, (3) the best entertainment in music, (4) the best educational program (including forms, quizzes, literature, art, conservation, forest protection, etc.), and (5) the most distinguished innovation upon the part of a station or individual.

"Although we recognize that these classifications make for a more specific measurement of public service by radio than did the plan of last year, we question whether this arrangement offers adequate recognition of public service activities by individual stations, as contrasted with the networks. We raise this point both because some of the station managers have asked us to do so, and also because as we have gone through the entries we have been impressed by the possibility that under this arrangement all awards could go to networks, thereby depriving individual stations of the recognition and stimulus envisioned in the creation of these awards.

"To obviate this difficulty, and also to carry forward the original purposes of these awards, we feel that there should be citations to stations for over-all public service activities, in addition to the awards for the best in reporting, music, drama, and education. We respectfully recommend, therefore, that the awards tentatively designated for the best innovation on the part of a station or an individual be regarded as classifications for over-all public service activities on the part of stations as contrasted with networks."

This opinion was shared by the NAB as reported by Joseph L. Miller, the representative of this group at the board meeting in New York.

Autumn Notices

Acting in the spirit of this recommendation, and in an effort to recognize both individual stations and programs within the various categories, the shortwave stations were chosen for one of the awards. It was also decided that in preparing the rules for next year's awards, the problem of station recognition would be a matter of paramount consideration.

Mark Ethridge, one of our board members and a former president of the NAB, suggested that the NAB office in Washington might be asked to set up some objective measurement of station public service for use by the Advisory Board in making next year's selections.

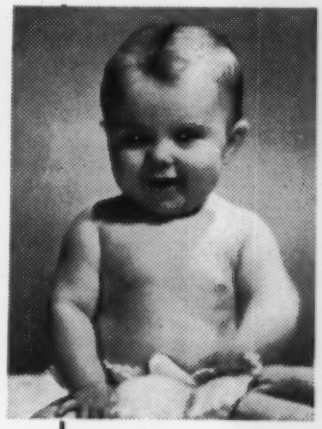
As for your statement, "The rules of the game were changed without public notice to the broadcasters", a detailed announcement was issued during the fall. There should have been no misunderstanding. The station exhibits were considered by both our faculty committee and members of the Advisory Board.

If you care to publish this letter, I shall be glad to have you do so. Speaking for the faculty committee and the Advisory Board members, I can assure the broadcasters that we want these Peabody Awards to recognize meritorious public service by radio in the most satisfactory manner to all concerned. Constructive suggestions regarding future awards will be welcomed by my office and will be passed along promptly to members of the Advisory Board.

JOHN E. DREWRY,
Dean, Henry W. Grady School of Journalism U. of Georgia, Athens.
April 28, 1942.

KDON, Monterey, Cal., has appointed W. S. Grant Co., San Francisco, as Pacific Coast representative.

YOUNG BUT LOUD
A LUSTY NEW MEMBER OF RADIO BROADCASTERS



Serving the Nation's 3rd Richest Market

KPAS

PASADENA, CALIFORNIA
1110 Kilocycles

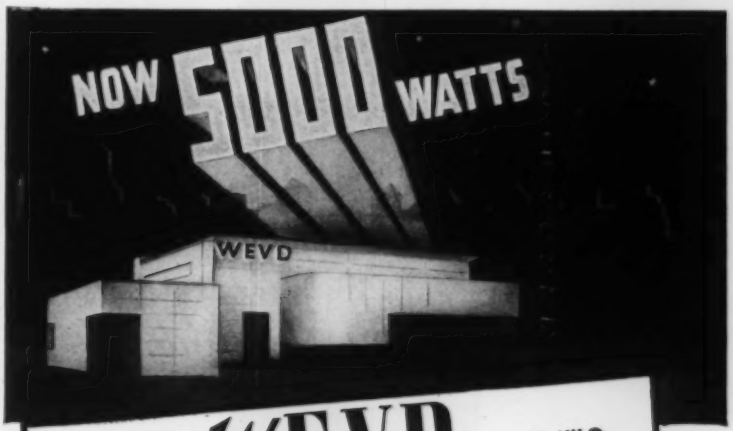
Using the Pacific Coast's FIRST 3-tower Directional Antenna

Delivers 3 Times Rated Power, Now 17,500 Watts Over This 3rd Wealthiest Market

•

National Representative
JOSEPH HERSHEY McGILLVRA

NOW 5000 WATTS



5000 WATTS WEVD 1330 KILO

NEW YORK'S STATION OF DISTINCTIVE FEATURES

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

1. The feature boxes of newspaper radio programme pages.
2. The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who on WEVD" . . . sent on request.

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KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.

Advance Registration for NAB Cleveland Convention

(With Hotel Reservations Reported)

(Continued from page 16)

Dewing, H. L., WCBS, Springfield, Ill., Statler.
Dirks, Dietrich, KTRI, Sioux City, Statler.
Dobyns, Merwin, KGER, Long Beach, Statler.
Dorrance, Dick, FM Broadcasters Inc., New York, Cleveland.
Dressman, Elmer H., WCKY, Cincinnati, Statler.
DuMond, Joe, KBUR, Burlington, Ia., Statler.
Duncan, L. J., WDAK, West Point, Ga.
Duncan, Walter, WNEW, New York, Statler.
Dunville, Robt. E., WLW, Cincinnati, Hollendon.
Dwyer, Ed O., WWL, New Orleans, Statler.

E

Eatherton, James, WCBI, Columbus, Miss., Statler.
Eaton, Joseph, WHAS, Louisville, Statler.
Edgar, Edward E., WGH, Newport News, Va., Statler.
Eggleston, J. C., WMC, Memphis, Statler.
Egner, C. Lloyd, NBC Radio Recording.
Eighmey, F. C., KGLO, Mason City, Ia., Statler.
Ekrem, F. C., KVOD, Denver, Statler.
Elias, Don S., Mr. and Mrs., WWNC, Asheville, N. C., Statler.
Elmer, John, WCBM, Baltimore, Statler.
Elvin, Ralph G., WLOK, Lima, O., Statler.
England, Monroe B., WBRK, Pittsfield, Mass., Statler.
Enns, Ted, WMT, Cedar Rapids, Statler.
Enoch, Robt. D., KTOK, Oklahoma City, Statler.
Erickson, Ann, WHAI, Greenfield, Mass., Statler.
Essex, Harold, WSJS, Winston-Salem, Cleveland.
Ethridge, Mark, WHAS, Louisville, Statler.
Evans, Arthur, Canadian Assn. of Broadcasters, Toronto, Statler.
Evans, Haydn R., WHBY, Green Bay, Statler.
Evans, Ralph, WHO, Des Moines, Statler.
Everson, Carl M., Mr. and Mrs., WHKC, Columbus, Statler.

F

Fair, Harold, WHO, Des Moines, Statler.
Fay, William, WHAM, Rochester, N. Y., Statler.
Fetzer, John E., WKZO, Kalamazoo, Statler.
Fifer, C. Arthur, WTAD, Quincy, Ill., Hollenden.
Finney, C. M., Associated Music Pub.
Fisher, Ben S., Fisher & Wayland, Washington, Statler.
Fisher, Bert F. and Mrs., KOMO-KJR, Seattle, Statler.
Fitzgerald, Fred, BROADCASTING, Washington, Statler.
Fitzsimonds, F. E., KFYR, Bismarck, N. D., Statler.
Flanigan, E. Y., WSPD, Toledo, Statler.
Flanley, Mabel G., Borden Co., New York, Statler.
Fletcher, A. J., WRAL, Raleigh, Statler.
Foster, Frank, WCED, Dubois, Pa., Statler.
Foster, R. D., KGBX, Springfield, Mo., Statler.
Fox, S. S., KDYL, Salt Lake City, Statler.
Frank, Nathan, WCBT, Roanoke Rapids, Statler.
Freeman, C. M., WLS, Chicago, Statler.
Freman, Don, WMT, Cedar Rapids, Statler.
French, Carlin S., WTMV, E. St. Louis, Ill.
Frieder, O. E., Chicago, Statler.
Fuqua, J. B., WGAC, Augusta, Statler.
Free, James L., Free & Peters, Statler.
Frey, M. J., KEX, Portland, Ore.

G

Gammons, Earl H., WCCO, Minneapolis, Statler.
Georges, Bert, WHEB, Portsmouth, N. H., Statler.
Gifford, L. A., KVFD, Fort Dodge, Ia., Statler.
Gillespie, Wm. C., KTUL, Tulsa, Statler.
Gillin, John J. Jr., WOW, Omaha, Statler.
Gilmore, R. B., Southern Music Pub., New York, Statler.
Glade, Earl J., KSL, Salt Lake City, Statler.
Gleeson, W. L., KPRO, Riverside, Cal., Statler.
Goddard, Fred, KXRO, Aberleen, Wash., Statler.
Goldman, Norman R., BROADCASTING, Washington, Statler.
Goldman, Simon, WJTN, Jamestown, N. Y., Statler.
Gordon, Mr. and Mrs. James, WNOE, New Orleans, Statler.
Gordon, John, Needham, Louis & Brorby Inc., Chicago, Cleveland.
Gough, Emile, SESAC, New York, Statler.
Graham, Arthur W., WKST, New Castle, Pa.
Gray, Jason, WCED, Dubois, Pa., Statler.
Green, Truman, WFLA, Tampa, Statler.
Gregory, Sherman D., NBC, New York, Statler.
Grignon, G. W., WISN, Milwaukee, Cleveland.
Gross, Irvin, WFAA, Dallas, Statler.
Gunzendorfer, Will, KSRO, Santa Rosa, Cal., Statler.

H

Hackett, C. H., WINS, New York, Statler.
Hackathorn, Ken. K. and Mrs., WHK-WCLE, Cleveland, Statler.
Hager, Kolin, WGY, Schenectady, Cleveland.
Hagman, Clarence T., WTCN, Minneapolis, Statler.
Hagenah, Gus, SESAC, New York, Statler.
Hanover, E. A., WHAM, Rochester, Statler.
Half, Hugh A. L., WOAI, San Antonio, Cleveland.
Hanson, O. B., NBC, New York, Statler.
Harrison, A. F., United Press, New York, Statler.
Hart, John P., WBIR, Knoxville, Statler.
Haymond, Carl E. and Mrs., KMO, Tacoma, Statler.
Headley, Frank M., Headley-Reed Co., New York, Cleveland.
Hanson, Eleanor, WHK-WCLE, Cleveland.
Heath, J. R., KTAR, Phoenix.
Heecker, C., KVOD, Denver, Statler.
Heintz, Jack, WCBS, Springfield, Ill., Statler.
Henkin, Morton, KSOO, Sioux Falls, S. D., Statler.
Herbert, C., All-Canada Radio Ltd., Toronto, Statler.
Herman, A. M., KBAP, Fort Worth, Statler.
Herman, Buell, Katz Agency, Chicago.
Herrin, Weldon, WTOC, Savannah, Statler.
Hewitt, Leslie G., KFMB, San Diego, Statler.
Hicks, Mrs. Evelyn, WSGN, Birmingham, Statler.
Hill, E. E., WTAG, Worcester, Statler.
Hill, Luther L., WMT, Cedar Rapids, Statler.
Hinkle, Felix, WHBC, Canton, O., Cleveland.
Hobson, Philip N., WMEX, Boston, Statler.
Hoessly, Harry H. and Mrs., WHKC, Columbus.
Hoffman, Edward, WMIN, St. Paul, Statler.
Hoffman, Phil, WMT, Cedar Rapids, Ia., Statler.
Hogan, John V. L., WQXR, New York, Statler.
Hollender, W. S., John E. Pearson, Chicago, Statler.
Hollister, Herb, KANS, Wichita, Kan., Statler.
Holt, Thad, WAPI, Birmingham.
Hooper, C. E., C. E. Hooper Inc., New York, Statler.
Hopkins, James F., WJBK, Detroit, Hollenden.
Hough, Harold V., WBAP, Fort Worth, Statler.
Hover, Fred R., WFIN, Findlay, O.
Howard, B. C., WRVA, Richmond, Hollenden.
Howard, J. R., Scripps-Howard Nwsp., New York, Statler.
Howell, Jack, Oklahoma, City., Statler.
Hull, Clair B. and Mrs., WDZ, Tuscola, Ill., Statler.
Hunter, Cartwright M. and Mrs., WHK-WCLE, Cleveland.
Hutchings, W. C., Associated Music Pub., New York, Statler.
Hutchinson, W. E. and Mrs., WAAF, Chicago, Hollenden.
Hyde, Chas. A. and Mrs., WHK-WCLE, Cleveland.

I

Ingledue, Grace E., WFIN, Findlay, O.
Irwin, W. C., WSOC, Charlotte, Cleveland.

J

Jackson, A. H., Blaw-Knox Co., Pittsburgh, Statler.
Jackson, Geo. M. and Mrs., WBOW, Terre Haute, Statler.
Jackson, Hub, KTHS, Hot Springs, Statler.
Jackson, Lowell E., Katz Agency, Chicago, Hollenden.
Jadassohn, Kurt A., SESAC, New York, Statler.
Jansen, E. J., KTBI, Tacoma, Statler.
Jayne, D. E. and Mrs., WELL, Battle Creek, Statler.
Jeffrey, John Carl, WKMO, Kokomo, Ind., Statler.
Johnson, Geo. W., KTSA, San Antonio, Statler.
Johnston, Henry P., WSGN, Birmingham, Statler.
Johnson, L. C., WHBF, Rock Island.
Johnson, Walter, WTIC, Hartford, Statler.
Johnston, Kenneth B. and Mrs., WCOL, Columbus, Statler.
Jones, E. E., WSOC, Charlotte, Cleveland.
Jones G. C., Jr., WRBL, Columbus, Ga., Statler.
Jones, Ryland, New York, Statler.
Jonker, W. E., Graybar Co., New York, Statler.
Jordan, Chas. B., WRR, Dallas.
Jordan, Ray P., WDBJ, Roanoke, Statler.
Joy, Geo. E., WRAK, Williamsport, Pa., Cleveland.

K

Kahn, D. A., KFDM, Beaumont, Tex., Statler.
Kahn, E. J., Robt. Kahn & Assoc., Chicago, Statler.
Kapner, Leonard, WCAE, Pittsburgh, Cleveland.
Kaye, Sydney, BMI, New York, Statler.
Keller, Robt. S., Associated Music Publishers, New York, Statler.
Kenkel, Fred H., C. E. Hooper, New York, Statler.
Kennedy, John A., WCHS, Charleston, W. Va., Cleveland.
Keystone Broadcasting, Chicago, Cleveland.
Kiley, Wm. F., WFBM, Indianapolis, Cleveland.

An Invitation to Visiting Broadcasters

The undersigned representatives who are in Cleveland for the NAB Convention will be happy to have you visit them at INTERNATIONAL NEWS SERVICE headquarters, Suite 914-16-18 in the Hollenden Hotel.

Walter E. Moss — *Pierre J. Huss*
William Stewart, Jr. — *Sam Pew*
Thomas A. Pledge — *William S. Brons*

BOOST YOUR SALES

Advertise over Central America's most modern stations

190,000 AMERICANS OF THE CANAL ZONE BUY AMERICAN

Rep.: Melchor Guzman Co. Inc
9 Rockefeller Plaza, New York City

HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

Ling, Frank M., WMBR, Jacksonville.
Ling, Julius, WJTN, Jamestown, N. Y., Statler.
Lirsch, Marvin, *Radio Daily*, New York, Statler.
Lleinfeld, N. J., Franklin-Bruck Adv., New York, Statler.
Loessler, Walter, WROK, Rockford, Cleveland.
Lopf, Harry, WMAQ, Chicago, Hollenden.
Lortzer, Peterson, Spot Sales Inc., New York, Carter.
Lrier, Jas. F., WCLO, Janesville, Wis., Statler.

L

Ladner, Henry, NBC, New York, Carter.
Lafount, Harold A. and Mrs., WCOP, Boston.
LaHay, Ann, *Chicago Sun*, Statler.
Lahr, Melvin, WKOK, Sunbury, Pa., Statler.
LaMarque, J. W., Graybar Co., New York, Statler.
Lancaster, W. E., WTAD, Quincy, Ill., Hollenden.
Landis, DeWitt, KFYO, Lubbock, Tex., Statler.
Landry, Robt. J., *Variety*, New York, Statler.
Lane, Howard, KFBK, Sacramento, Cal., Statler.
Langlois, C. O., Lang-Worth Features, New York, Statler.
Latham, John, American Network, New York, Carter.
Laubengayer, R. J., KSAL, Salina, Kan., Statler.
Laux, John J., WSTV, Steubenville, O., Statler.
Lavin, B. J., WDAY, Fargo, Statler.
Lawrence, Mr. anl Mrs. C., KRNT, Des Moines, Statler.
Leonard, Samuel E., WTAM, Cleveland.
LeGate, J. M., WHIO, Dayton, Statler.
Leich, Clarence, WGBF, Evansville, Ind., Statler.
LeMasurier, Dalton, KDAL, Duluth, Statler.
Levy, Isaac D., WCAU, Philadelphia.
Lewis, Mrs. Dorothy, NAB, Washington, Statler.
Linton, Ray, KFBI, Wichita, Statler.
Locke, C. B., KFDM, Beaumont, Tex., Statler.
Loeb, Howard M., WFDF, Flint, Mich., Statler.
Long, Maury H., BROADCASTING, New York, Statler.
Lord, Nathan, WAVE, Louisville, Statler.
Lounsberry, I. R., WGR, Buffalo, Statler.
Loyet, P. A., WHO, Des Moines, Statler.
Lucy, C. T., WRVA, Richmond, Hollenden.
Ludy, Ben, WIBW, Topeka, Carter.
Luther, Clark A., KFH, Wichita, Statler.
Lyons, J. F., Shure Bros., Chicago.

M

McBride, W. G., WDBO, Orlando, Fla., Statler.
McClinton, H. L., N. W. Ayer & Son, Philadelphia, Hollenden.
McCollough, Clair R. and Mrs., WGAL, Lancaster, Pa., Statler.
McConnell, C. Bruce, WISH, Indianapolis, Statler.
McCormack, John C., KWKH Shreveport, Statler.
McCormick, John, WDZ, Tuscola, Ill., Statler.
McCluer, Paul, WMAQ, Chicago.
McGlashan, Ben S., KGFJ, Los Angeles.
MacGregor, C. P., Hollywood, Statler.
McKey, D. B., Graybar Elec. Co., New York, Statler.
McMahon, N. J., United Advertising Co., Chicago, Statler.
McRaney, Bob, WCBI, Columbus, Miss., Statler.
Maland, J. O., WHO, Des Moines, Statler.
Mallinson, Horton W., Badger & Browning and Hersey, New York, Cleveland.
Marshall, K. G., WBRC, Birmingham, Statler.
Mason, R. N., WPTF, Raleigh, Statler.
Mastin, Cecil D., WNBF, Binghamton, N. Y., Statler.
Matison, D. A., WAML, Laurel, Miss., Statler.
Matson, Carlton K., Dodge & Matson.
May, Earl E., KMA, Shenandoah, Ia., Statler.
Mayo, John, Associated Music Publishers, New York, Statler.
Metzger, Hal W., WTAM, Cleveland.
Metzger, Thos. W., WRAK, Williamsport, Pa., Cleveland.
Meyer, Harold H., KYA, San Francisco, Statler.
Meyer, P. J., KFYR, Bismarck, N. D., Statler.
Meyers, Milton H., WEIM, Fitchburg, Mass., Statler.
Michelson, Charles, New York, Statler.
Milbourne, L. W., WCAO, Baltimore, Statler.
Miller, Allan, Clear Channel Service, Washington, Statler.
Mitchell, L. S., WDAE, Tampa, Statler.
Moody, R. H., WHIO, Dayton, Statler.
Moore, Wm. D., WBNX, New York, Statler.
Morency, P. W., WTIC, Hartford, Statler.
Moroney, J. M. and Mrs., WFAA, Dallas, Statler.
Morris, R. S. and Mrs., WSOC, Charlotte, Cleveland.
Morris, S., Amperex Electronic Prod., Brooklyn, Statler.

Censor Foiled

FAN MAIL in the form of a postcard smuggled out of Nazi-occupied Paris recently came to Edward Beck who broadcasts daily in French over WGEA, Schenectady, General Electric shortwave station. The postcard is of a type which regulations allow to be sent between occupied and unoccupied France carrying messages of a strictly personal nature. Presumably it was sent in care of a mutual friend of Beck's in care of an unoccupied city and its message escaped the censor, "It is a very long time since we have had news from you, but fortunately from time to time we hear the sound of your voice."

Morton, J. A., KIRO, Seattle, Statler.
Mosby, A. J., KGVO, Missoula, Mont., Statler.
Moyer, Holly, KFEL, Denver, Statler.
Murphy, J. A., Tacoma, Statler.
Mutual Broadcasting System.

N

Nasman, Len E., WFMJ, Youngstown, O.
Nasman, L. N., WKBN, Youngstown, Statler.
Neale, James J., Blackett-Sample-Hummert, Chicago.
Nelson, L. J., Wade Adv. Agency, Chicago, Statler.
New, John, WTAR, Norfolk, Statler.
Newman, Lewis, The Daven Co., Newark, Statler.
Nichols, Horace, WHAI, Greenfield, Mass., Statler.
Norton, Ed., WAPI, Birmingham.
Nunn, Gilmore, WLAP, Lexington, Ky., Statler.

O

O'Fallon, Eugene P., KFEL, Denver, Statler.
O'Harrow, John W., WKZO, Kalamazoo.
Orr, B. F. & Mrs., KTRH, Houston, Statler.
Orr, Wallace, N. W. Ayer & Son, Philadelphia, Hollenden.
Outler, John, WSB, Atlanta, Statler.

P

Paine, John G., Gen. Mgr., ASCAP, New York, Hollenden.
Palmer, Col. B. J., WHO, Des Moines, Hollenden.
Palmer, Fred A., WCKY, Cincinnati, Statler.
Pangborn, Arden X., KEX, Portland.
Parsons, Willis B., NBC Recording Div., New York, Statler.
Part, John H., Masons United Adv., Toronto, Statler.
Patt, John, WGAR, Cleveland, Statler.
Patt, Ralph H., WPAY, Portsmouth, O.
Pease, Franklin, O., Video & Sound Enterprises, Kansas City, Carter.
Paul, S. J., BROADCASTING, Chicago, Statler.
Peard, Leslie, WBAL, Baltimore, Statler.
Pearson, John E., Chicago, Statler.
Pefferle, L. G., WCBS, Springfield, Ill.,
Person, John E. and W. Van., Williamsport, Pa., Cleveland.
Peters, H. Preston, Free & Peters, New York, Statler.
Peterson, Eldridge, Printer's Ink, New York, Statler.
Phillips, Chas. F., WFBL, Syracuse, Statler.
Pierce, Jennings, NBC, New York, Statler.
Pill, Howard E., WSFA, Montgomery, Ala., Cleveland.
Potter, John W., WHBF, Rock Island.
Powell, Ralph C., Presto-Recording Corp., New York.
Pribble, Vernon H., WTAM, Cleveland.
Priebe, Robt. E., KRSC, Seattle, Statler.

(*Continued on next page*)

BUSINESS HISTORY RECORDED!

Wichita Bank Deposits Climb to 101 Millions

Business in Wichita 79 Per Cent Higher

Advertising Firm Lists Most Important Trading Centers Thruout Nation;

BUILDING PERMIT TOTAL FOR MARCH SOARS TO $2,313,855

which busi-

Fidelity Company Starts Work on 141 Residences in Schweiter's Ninth Addition to Cost Total of $485,500; Saturday's Business Best in Decade

2,300-UNIT ADDITION TO BE BUILT HERE

Northeast Wichita Area Scene of Defense Building

The government will spend $8,000,000 for homes alone in the 2,300 unit addition to be constructed be-

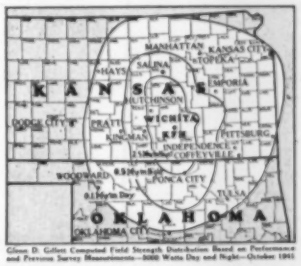
WAR—OR PEACE

We're Building For The Future In Wichita, Kansas

Our population has increased from 110,000 in 1930 to about 180,000, our spendable income per family has more than doubled, our savings have hopped up nearly 35%.

Our wealth is based on the solid foundation of wheat, airplanes, oil and livestock —ALL very necessary to American living, war or peace.

If you're looking for a market that offers the highest yield on your advertising investment, pick Wichita—AND pick KFH, by far the dominant radio station in this biggest market in Kansas and richest boom area in the Southwest, if not in the entire nation. KFH is the only full-time, 5000 Watter in the state.



Glenn D. Gillett Computed Field Strength Distribution Based on Performance and Previous Survey Measurements—5000 Watts Day and Night—October 1941

That Selling Station For Kansas' Biggest, Richest Market

K F H

WICHITA

CBS - 5000 Watts Day and Night

CALL ANY EDWARD PETRY OFFICE

WINS

presents

GILBERT & SULLIVAN

Pursuing its policy of program expansion preparatory to 50 kw. operation, WINS is now broadcasting a weekly series of Gilbert & Sullivan operettas by the Savoy Opera Guild, second only to the D'Oyly Carte Company in their accomplished rendering of these ever popular light operas.

To our knowledge this is the only live presentation by any radio station of Gilbert & Sullivan on a regular weekly schedule and as a further token of the progressive policy that is making WINS New York's fastest growing station here are some other newly added—

"FEATURE SHOWS"

"Court of Feminine Appeal", featuring famous columnist Alice Hughes —"Jazz University" starring Ralph Berton, wizard of jazz—Don Dunphy, ace sportscaster—Mandrake, the Magician—Waverley Root, internationally famous commentator and many others . . . . . .

WINS

NEW YORK

Frequency 1000

"Easy to remember —easy to dial"

Think of
CLARK
•
synonym for
QUALITY
TRANSCRIPTION
PROCESSING

Think of quality transcription processing and you think of CLARK. That's natural as ABC. Since radio's pioneer days CLARK has been the symbol for pride of workmanship and dependability of performance. All over America electrical transcriptions bear the stamp of CLARK experience. Today nearly every sizable transcription producer is a CLARK client. How about you?

Clark
Phonograph Record Co.
Newark, N. J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. LaSalle St. Central 5275

(Continued from preceding page)

Prockter, Bernard, Biow Co., New York, Carter.
Pugliese, Norma, BROADCASTING, Washington, Statler.
Pulliam, Eugene C., WIRE, Indianapolis, Carter.
Pyle, W. D. and Mrs., KVOD, Denver, Statler.

Q

Quarton, Summer D, and W. B., WMT, Cedar Rapids, Ia., Statler.

R

Radner, Roy, WIBM, Jackson, Mich., Statler.
Ramsland, Odin S., KDAL, Duluth, Statler.
Rapp, J. C., KMA, Shenandoah, Ia., Statler.
Ray, Paul, John Blair Co., Chicago, Statler.
Reineke, E. C., WDAY, Fargo, N. D., Statler.
Reinsch, J. L., WSB, Atlanta, Statler.
Rines, William H., WCSH, Portland, Mass.
Rintoul, Steve, Katz Agency, New York,
Riple, W. A., WSYR, Syracuse, Statler.
Ripley, Fred R., WSYR, Syracuse, Statler.
Rivers, John M., WCSC., Charleston, S. C., Statler.
Robb, Arch, WSB, Atlanta, Statler.
Roberts, John C., KXOK, St. Louis, Statler.
Rodgers, James, WROK, Rockford, Ill., Cleveland.
Rollinson, June, Russel M. Seeds Co., Chicago.
Roeder, Geo. H., WCBM, Baltimore, Statler.
Rorabaugh, Chas. N., Nat'l Radio Products, New York.
Rosenbaum, Samuel R., WFIL, Philadelphia, Hollenden.
Roth, Eugene J. and Mrs., KONO, San Antonio, Statler.
Rothschild, W. J., WTAD, Quincy, Ill., Hollenden.
Rowan, B. J., WGY, Schenectady, Cleveland.
Ruess, Wm., WOW, Omaha, Statler.
Runyon, Mefford R., WABC, New York.
Ryder, Les, WCED, Dubois, Pa., Statler.

S

Safford, Harold, WLS, Chicago, Statler.
Saliba, George J., Presto Recording Corp., New York.
Sanger, Elliott M., WQXR, New York.
Saumenig, J. D., WIS, Columbia, S. C., Statler.
Scarr, H. F., Graybar Co., New York, Statler.
Schilplin, Fred, KFAM, St. Cloud, Minn., Statler.
Schlabach, Otto M., WKBH, LaCrosse, Wis.
Schmitt, K. F., WIBA, Madison, Statler.
Schudt, Wm. A. Jr., Columbia Recording Corp., New York, Cleveland.
Sears, B. H., Sears & Ayer Corp., New York, Chicago, Cleveland.
Sedgwick, Harry, Canadian Broadcasters Assn., Statler.
Sedgwick, Joseph, Canadian Broadcasters Assn., Statler.
Sexton, Jack, WTAD, Quincy, Ill., Hollenden.
Shafto, G. Richard, WIS, Columbia, S. C., Statler.
Sharp, Ivor, KSL, Salt Lake City, Utah, Statler.
Sharp, Thos. E., KFSD, San Diego, Statler.
Shepard, John, Yankee Network, Boston, Carter.
Sherwood, Alex, Standard Radio, Chicago, Statler.
Sholis, Victor, Clear Channel Broadcasters, Washington, Statler.
Shopen, Frank E., KOWH, Omaha.
Shouse, James D., WLW, Cincinnati.
Slavick, H. W., WMC, Memphis, Statler.
Smith, Calvin J., KFAC, Los Angeles, Statler.
Smith, Carl E., WHK-WCLE, Cleveland.
Smith, Frank R., Jr., WWSW, Pittsburgh Statler.
Smith, George W., WWVA, Wheeling.
Smith, Hugh M., WAML, Laurel, Miss.,
Smith, Leslie F., WMUR, Manchester, N. H., Statler.
Smith, Nela A., WCOL, Columbus, Statler.
Smith, Frank T., KXYZ-KRIS, Houston, Statler.
Snyder, Glenn, WLS, Chicago, Statler.
Soule, O. P., Soule & Spalding, Salt Lake City, Statler.
Sowell, F. C., WLAC, Nashville, Statler.
Spates, J. and Mrs., WHAI, Greenfield, Mass., Statler.
Spence, Harry R. and Mrs., KXRO, Aberdeen, Wash., Statler.
Sperry, E. J., W. E. Long Co., Chicago, Carter.
Spokes, A. E., WJTN, Jamestown, N. Y.
Squire, Burt, SESAC, New York.
Stark, Evelyn, MacFarland, Aveyard & Co., Chicago.
Staubitz, E. J., Blaw-Knox Co., Pittsburgh, Statler.
Stewart, Wm., International News Service, New York, Hollenden.
Stoer, R. M., Hearst Radio, Inc., New York, Cleveland.

TO AUGMENT their radio courses at the University extension of the Massachusetts Board of Education, Alice Santti (standing), formerly in charge of commercial traffic and Helen Hayden, receptionist of WEEI, Boston, are given instruction by the station's chief engineer, Philip K. Baldwin. Both girls look forward to becoming studio technicians, now in great demand.

Stone, Harry and Mrs., WSM, Nashville, Statler.
Stone, Peggy, Spot Sales Inc., New York, Carter.
Stovin, H. N., Stovin & Wright, Toronto, Statler.
Stratton, Donald G., WTAM, Cleveland.
Struble, Bob, W. E. Long Co., Chicago.
Summerville, W. H., WWL, New Orleans, Statler.
Stuht, W. B., KOMO-KJR, Seattle, Statler.
Sutton, D. V., CBS, Chicago, Cleveland.
Swicegood, Jess, WKPT, Kingsport, Tenn., Statler.

T

Taft, Hulbert, WKRC, Cincinnati, Cleveland.
Taishoff, Sol, BROADCASTING, Washington, Statler.
Taylor, "Ted" O. L., KGNC, Amarillo, Tex., Statler.
Tennerstedt, R., Chicago, Statler.
Thomas, C. L., KFRU, Columbia, Miss., Statler.
Thompson, Roy, WFBG, Altoona, Pa., Statler.
Thornburgh, Donald W., KNX, Hollywood.
Thornley, Howard W., WFCI, Pawtucket, R. I., Statler.
Tips, Kern, KPRC, Houston, Statler.
Tison, W. Walter, WFLA, Tampa, Statler.
Todd, Jack, KANS, Wichita, Kan., Statler.
Tompkins, M. E., BMI, New York, Statler.
Travers, Linus, Yankee Network, Boston, Cleveland.
Treacy, John C., NBC Recording Div., Statler.
Trenner, Harry, WNBF, Binghamton, N. Y., Statler.
Tully, J. C., WJAC, Johnstown, Pa., Statler.
Twamley, Edgar H., WBEN, Buffalo, Cleveland.

V

Vetter, Steve A., WIOD, Miami.

W

Wagner, Rev. A., WTAQ, Green Bay, Wis., Statler.
Wagstaff, W. E., KDYL, Salt Lake City, Statler.
Walker, L. E., Graybar Co., Salt Lake City, Statler.
Walker, Wythe and Mrs., John E. Pearson, Chicago, Statler.
Wallace, B., Graybar Co., Chicago, Statler.
Wallace, F. P., WWJ, Detroit, Statler.
Watson, Loren L., Spot Sales Inc., New York, Carter.
Way, William B., KVOO, Tulsa.
Weed, J. J., Weed & Co., New York, Statler.
Weiss, Lewis Allen, KHJ, Los Angeles, Cleveland.
Welds, Wayne, WMT, Cedar Rapids, Ia., Statler.
Wester, W. A. and Mrs., WKBZ, Muskegon, Mich., Statler.
Westlund, Arthur, KRE, Berkeley, Cal., Statler.
Wheeler, LeMoine C., WHEC, Rochester, Statler.
Wheelahan, Harold and Mrs., WSMB, New Orleans, Statler.
White, Robert H., WTAM, Cleveland.
Whiting, Lee L., WDGY, Minneapolis, Statler.
Whitlock, Edward S., WRNL, Richmond, Statler.
Whitten, L. H., Graybar Co., New York, Statler.
Wickard, Mary Lou, Chicago, Cleveland.
Wiig, Gunnar O., WHEC, Rochester, Statler.
Wilbur, Robert C., WTSP, St. Petersburg, Fla.
Wilder, Col. H. C., WSYR, Syracuse, Statler.
Willetts, H. N., Graybar Co., Statler.
Williams, Gilbert D., WBAA, Lafayette, Ind., New Amsterdam.
Williams, R. B. KVOA, Tucson, Ariz.
Williamson, W. P., WKBN, Youngstown, O., Statler.
Wilson, Howard H., WOSH, Oshkosh, Wis.
Winger, Earl W., WDOD, Chattanooga, Statler.
Woodruff, J. R., WRBL, Columbus, Ga., Statler.
Woods, W. W., WHO, Des Moines, Statler.
Woodyard, Ronald B., WING, Dayton, Cleveland.
Worcester, Warren B., KFMB, San Diego, Statler.
Wright, C. J., WFOR, Hattiesburg, Miss., Statler.
Wyse, William R., KWBW, Hutchinson, Kan.

Y

Yocum, E. M. and Mrs., KGHL, Billings, Mont., Statler.
Young, Adam J., Joseph Hershey McGillvra, New York, Statler.
Young, Dr. Geo. M., WDGY, Minneapolis, Statler.
Youngblood, T. Doug, WFIG, Sumter, S. C., New Amsterdam.

Z

Zimmerman, G. E., KARK, Little Ark., New Amsterdam.

Roma in New York

ROMA WINE Co., Fresno, Cal., which recently shifted from three agencies in different parts of the country to McCann-Erickson, on May 3 added Frank Singiser's newscasts on WOR, New York, Sundays at 12:45 p.m., to the large list of quarter-hours, five-minute programs and spot announcements it is now using.

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
The Katz Agency, Inc. — Representatives

Network Officials Point to Flaws in Regulatory Statute

(*Continued from page 24*)

the newspaper-ownership case were not involved but the U. S. Court of Appeals for the District of Columbia in detailed dicta, made no bones about expressing its views in opposition to any interference with newspaper-ownership of stations.

Mr. Miller suggested the committee might ascertain from the FCC whether it has the power to issue such regulations, pointing out that Judge Thomas D. Thacher, chief counsel of the Newspaper Radio Committee, at the opening of the hearings last year essayed to have the Commission decide that point but that the Commission's general counsel held the facts would have to be procured before a determination could be made of the jurisdictional question. He expressed surprise at this procedure.

Up to Congress

Mr. Miller said while the Commission had taken pains to say that it had not made up its mind, there was "great apprehension" among newspaper owners that the FCC majority is trying to develop a legal proposition where newspaper ownership would be held contrary to public policy. Personally, he said, Congress should declare the public policy to be followed.

Chairman Lea interposed that the Newspaper Radio Committee would testify on the Sanders Bill May 19. It is expected Harold V. Hough, chairman of the committee, Judge Thacher and Sydney M. Kaye, associate counsel, as well as several representative publishers owning newspapers will appear.

Asked by Rep. Sanders regarding the proposal that networks be licensed, Mr. Miller said CBS President Paley had recommended such a step in his testimony last year before the Senate Interstate Commerce Committee.

Declaring he had never made a detailed study, Mr. Miller said, however, he thought the danger of such a step would be in the field of censorship. Networks are in a sense programming organizations, he said, and he felt that Congress should move warily before extending such authority.

Finally, Mr. Sanders asked the NAB president about his views on network ownership of stations and whether there should be a limitation on the number. Here again Mr. Miller said he had never given any study to the question though he had heard of criticism leveled against the networks owning any additional stations. He observed that networks felt they should own stations in key cities but declared that he had "no particular opinion that would be of any great help to the committee."

Mullen Asks Free Radio

Appearing as NBC's introductory witness, Edward Hidalgo, Washington counsel, made a brief opening statement, pointing out that Mr. Mullen would appear as principal witness because of the illness of Niles Trammell, NBC president. Mr. Trammell is in Florida recuperating from a recent surgical operation. He introduced Mr. Mullen as a 20-year-man in radio and as former farm director of NBC who instituted, among other outstanding programs, the *National Farm & Home Hour*.

Before graphically protraying to the committee by color slide the status of American broadcasting, Mr. Mullen offered the committee his company's complete cooperation in its study and consideration of radio legislation. He emphasized the importance of a free radio in wartime, as well as during peace, and said it was essential to remember that like a free press, a free radio depends upon the financial support of the advertiser.

During his affirmative presentation, Mr. Mullen only once touched on the highly explosive issue of time options, now embroiled in litigation before the Supreme Court on the question of jurisdiction.

"It is obvious that if a network is to be of value to the advertiser it must make it possible for him to reach all his markets with his program simultaneously at all points," Mr. Mullen said. "If the network is unable to deliver even one or two principal markets the entire program may be called off. A national network can offer advertisers this opportunity of simultaneous coverage of all markets only if it can be assured uniform clearance of time on its affiliated stations," he said.

Orderly Procedure

Emphasizing the importance of uniform time clearance, Mr. Mullen declared the requirements of any advertiser may change radically from year to year. Without such an orderly marketing procedure of network time, he said, the smooth running operations of a network would be impossible and "it is questionable whether most national advertisers would consider the use of network broadcasting at all". The result, Mr. Mullen predicted, would be "a major decline in network revenue affecting the program service which networks are now able to render to the public through their affiliated stations. American advertisers and their agencies, Mr. Mullen declared, are cooperating with radio by contributing program time, talent and skill to the war effort in a coordinated plan. He pointed out the war service of network broadcasting goes beyond the domestic field with shortwave service to all corners of the world and with special repeat performances for our expeditionary forces the world over.

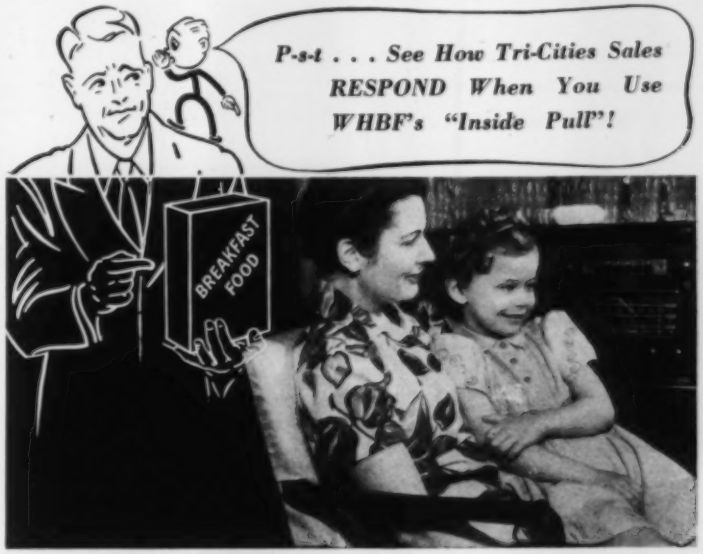
Dealing directly with the legislative issue, Mr. Mullen stated in concluding his formal testimony that in any approach to revision or clarification of existing law, preservation of the American System of broadcasting should be the dominant principle.

"This system should be stimulated to improve the character of its public service by a clear definition of radio's rights and duties," he said. "Radio needs this certainty if it is to discharge its responsibilities to the nation, effectively and confidently. The concept of a free radio must be adhered to if we are to emerge into post-war days as a strong and vigorous

THE FOURTH CHIME
NBC Signal Rallied Personnel
Last Dec. 7

NBC had its own radio alert for World War II, which went into play on that fateful Sunday, Dec. 7. This was revealed by Frank E. Mullen, vice-president and general manager of NGC, in testimony last Tuesday before the House Interstate & Foreign Commerce Committee. Here was his story:

"Within two hours after the first Japanese bomb fell on Pearl Harbor, radio was in active service. At NBC a fourth chime was added instantly to the famous three-chime signature which goes out over the air at the end of every program—a pre-arranged emergency signal to all engineers and key personnel to report immediately to their posts for special duty. Radio stations all over the country went on immediate voluntary 24-hour service, broadcasting special bulletins from all parts of the world."



THE PERFECTLY BALANCED MARKET

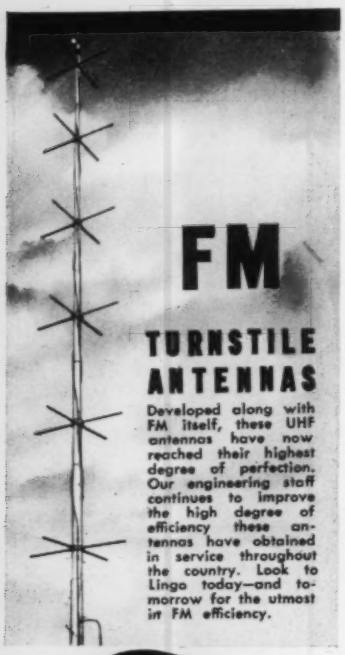
World's Farm Implement Capital, home of the Nation's Greatest Arsenal—an industrial payroll totaling nearly a BILLION DOLLARS annually . . . TOGETHER WITH . . . 52 of the Nation's richest farming counties, now booming with "Food for Defense" production—served by WHBF!

Rock Island—Moline—Davenport . . . that's where to step UP sales! And no wonder . . . huge Army Ordnance contracts are being rushed to completion, farm income is high. Families have more money to spend than ever before. Is YOUR product getting into Tri-City-area homes? Maybe you've been depending on "outside voices" to give your product the proper boost. If so, you'll find a welcome surprise in sales figures when you start using WHBF's "INSIDE PULL". Let us show you PROOF.

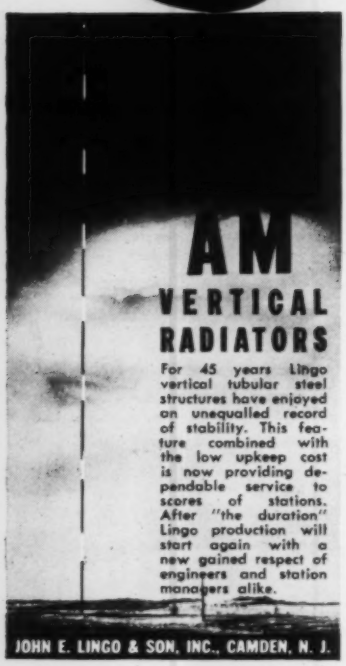
Howard H. Wilson Co., Nat. Representatives
Chicago - New York - San Francisco
Hollywood - Kansas City

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

The boss said, "Get an ad in BROADCASTING for the NAB Convention Issue." "What, in this size space?" "Yep." Here it is: The Government is spending 100 million bucks in San Bernardino, California, the home of Mutual-Don Lee KFXM. Hmm, have enough space left to say that John Blair is our front man.


FM
TURNSTILE ANTENNAS
Developed along with FM itself, these UHF antennas have now reached their highest degree of perfection. Our engineering staff continues to improve the high degree of efficiency these antennas have obtained in service throughout the country. Look to Lingo today—and tomorrow for the utmost in FM efficiency.

LOOK TO LINGO
For Proven ANTENNA EFFICIENCY


AM
VERTICAL RADIATORS
For 45 years Lingo vertical tubular steel structures have enjoyed an unequalled record of stability. This feature combined with the low upkeep cost is now providing dependable service to scores of stations. After "the duration" Lingo production will start again with a new gained respect of engineers and station managers alike.
JOHN E. LINGO & SON, INC., CAMDEN, N. J.

agency for the work of reconstruction.

"As an ever changing art and science radio needs flexibility to permit its normal future evolution. Had it not been for the war we would now find ourselves in one of the most important technical developments in radio history.

"We were on the verge of new services and a new industry through the wider use of the ultra-high frequencies in the fields of television, frequency modulation, and facsimile, which is the broadcasting of printed material. These new services are certain to exert a revolutionary influence upon our social and economic life in years to come and will raise problems vastly greater than any problem which may exist in radio today.

"It should be remembered that the broadcasting industry is, in effect, operating under an old law so far as this progressive industry is concerned.

"The Radio Act of 1927, reenacted in substance in 1934, was conceived when most of the present problems of broadcasting were nonexistent or unforeseen.

"While we are immediately concerned with the present problems of radio and the demands of a nation at war, legislation should envisage the future in a nation at peace. I am confident that the broadcasters of the nation will do everything in their power to meet the needs of the present and the challenge of the future."

Favors Press Ownership

Upon completion of his direct testimony, Mr. Mullen was cross-examined by several Committee members. Rep. Sanders, as the bill's author, took up the preliminary questions and propounded to the NBC executive virtually the same series of questions directed to previous witnesses, having to do with Section 7 of his bill. Mr. Mullen said he generally approved the proposals of the Federal Communications Bar Assn. and the NAB, as propounded in previous testimony to the Committee, proposing reorganization of the Commission and clarification of the Act.

Pressed for answers on the particular studies proposed in the Sanders Bill, Mr. Mullen said his organization had been very busy with the war effort and that he was somewhat reluctant to put forward his own views on these matters without previous detailed study. He observed he was not prepared to talk technical language, but that he felt the objectives of the study were desirable.

"WFDF Flint Michigan said to join you and see the world."

WELCOME VEGETABLES were accorded Lew Henry (left), new baseball broadcaster for the Wheaties - Mobilgas games on WCLE, Cleveland. The broccoli-carrot-onion corsage was tendered by Jack Graney, whom Henry will assist, on behalf of the staff.

Asked specifically about his views on newspaper ownership, Mr. Mullen said that newspapers had done a "magnificent job in running stations" and that to him there had always been a very close and desirable relationship between the two.

He ventured he did not think radio in the early days would have progressed as far without newspaper ownership. Asked what his views were "as an American citizen", rather than as a network official, on the whole subject of newspaper divorcement, Mr. Mullen said it would be a very dangerous precedent for the FCC to establish —outlawing of newspaper ownership. He said he could not see any practical need for discriminatory legislation, asserting that the test is "the service of the station" and not its owner. "It's not a question of who, but how," he observed.

Tells of Competition

Pressed further for his observations, Mr. Mullen said that evidently the question of purported control of public opinion had been raised in connection with newspaper ownership. He declared he did not feel this the real issue, since the public does not have to read particular newspapers or listen to their stations. The element of competition enters into the picture, he said, asserting that he did not believe there is any control or any danger of control implicit in joint ownership.

When Rep. Sanders asked Mr. Mullen for an opinion on the proposition of licensing of networks as such, the witness said he could not see the necessity for it, but he was not opposed to licensing as a principle. It is a question of scope, he declared, pointing out that before he could give a flat answer, he would have to know what networks would be licensed for and the objective.

Networks are defined in the law as the linking of two or more stations, he pointed out. The question arises as to whether advertising agencies, the advertisers themselves and even the artists would be subject to the licensing procedure, he said. On the other hand, there may be a type of licensing that would be helpful.

Mr. Mullen described network operation as a program-producing and sales-procuring effort in chief, and he admitted there would be danger of a licensing policy impinging upon program content.

Mr. Sanders persisted in seeking a precise answer, declaring he wanted to know whether NBC approves, disapproves or is indifferent to network licensing, asserting he regarded it as "pretty important". Mr. Mullen said he would like to know precisely what the licensing would be for before he could give an intelligent answer.

Station Ownership

"We don't want to resist proper regulation," he said, "but have some doubts as to whether or not such licensing would be helpful." He agreed to let the Committee know the network's policy conclusion after further study.

Asked by Rep. Sanders as to NBC's position with regard to ownership of stations by the networks and whether he favored giving the Commission "a blank check" or whether it should be left to Congress to make the rules, Mr. Mullen declared there is confusion as to what the rights of networks are in connection with such ownership. This transcends the standard band but goes to new services, such as television and FM, which are destined to flourish after the war, he said. "We certainly need some clarification," he declared.

Mr. Sanders observed that "we are talking at cross-purposes" and restated his question as to whether he thought it desirable "to have a limit on ownership of stations by networks". Asserting he could not answer the question "practically and theoretically", Mr. Mullen said, however, that he thought it was unfair to license an organization to operate stations and then to have the regulatory authority come along and say "you can't have them any more". He said he agreed that Congress should express itself on this vital question.

Rep. Hinshaw (R-Cal.) quizzed Mr. Mullen regarding the type of contracts entered into by NBC with affiliated stations, and Rep. Wolverton (R-N. J.), ranking minority members of the Committee, opened up the questions of freedom of radio, the American system as opposed to the British system, and the question of rate-fixing, competition and regulation.

All these appeared geared toward eliciting from the witness controversy with the FCC over its regulatory moves. The interrogation, however, was curtailed by the

Mullen Tells House Probe Committee Story of Radio in Words and Pictures

A GRAPHIC illustration of broadcasting and what makes it tick was given the House Interstate & Foreign Commerce Committee last Tuesday by Frank E. Mullen, vice-president and general manager of NBC, in a one-hour colored slide show.

Acting as narrator, Mr. Mullen, one of the network's first employes who rose from the ranks, took 14 members of the Committee (the best-attended session since the hearings began) on what amounted to a personally conducted tour of broadcasting development in the United States, as compared to the rest of the world. Using BROADCASTING Yearbook, Government records and engineering studies as the sources, Mr. Mullen documented in easy primer form all fundamental aspects of broadcasting.

He pointed out that this country has 425 radio sets per thousand population, or seven times the 62 radios per thousand of the Axis nations. Throughout he emphasized freedom on the air as the essence of radio progress in this country, and pointed out that "a free radio supported by private enterprise, free from Government subsidy or ownership, is one of our democratic bulwarks".

Explains Power

Mr. Mullen told the Committee orally and graphically, as it sat in rapt attention, all about radio coverage, power and service. For example, he said a theoretical 250-watt station in North Dakota on 550 kc. would cover a 99-mile radius. This in contrast to a theoretical 50,000-watt station in Eastern Massachusetts on 1600 kc., which would cover but a 41-mile radius, due to wavelength, varying conductivity factors, and other considerations. But he showed that while the station in North Dakota might reach only 839,000 people, the Eastern Massachusetts outlet would cover 3,204,000 people.

By colored slides, Mr. Mullen broke down the ownership of stations in this country, disclosing that only 30 stations of the 526 affiliated with the four major networks are owned by the network companies. NBC, he pointed out, owns only six stations.

Mr. Mullen pictorially carried the Committee up to Dec. 7 and war. With Pearl Harbor, he said, radio's public service became war service for 924 stations, four major networks and 25,000 employes. He pointed out that on Dec. 9, President Roosevelt's war speech was heard by 92% of the nation. Another revelation was that *The Army Hour*, broadcast over NBC, goes over 103 affiliated stations who donate commercial time valued at $15,000 per week. The talent, remote pickups and lines cost approximately $2,000 a week, so that the average weekly cost would run $17,000 a week if purchased commercially.

In addition to special programs, NBC has carried since Dec. 7, 176 one-time sustaining war effort programs; 59 one-minute commercial war effort programs, and 1,583 network announcements related to the war effort.

Mr. Mullen's picture tour won the plaudits of Committee members. Rep. Kennedy (D-N. Y.) congratulated Mr. Mullen on the "very novel and attractive way of presenting testimony". Rep. Bulwinkle (D-N. C.) observed he thought every member of the Committee should visit Radio City, as he had done recently. Chairman Lea (D-Cal.), in behalf of the Committee, thanked the NBC executive for his "helpful, interesting and constructive testimony" and expressed his appreciation for the presentation.

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convening of the House; but with Rep. Wolverton observing that the Committee should go more deeply into such matters and that he trusted succeeding witnesses would be prepared to discuss these phases.

Network Rates

Rep. Wolverton, in seeking information on the American system, observed that he wouldn't like to see it get to the point where the Government would control programs. He asked whether there was any tendency of the Government to get away from this concept.

Mr. Mullen said radio must be kept free, and he felt equal constitutional guarantees of freedom of radio and the press should be recognized.

The session closed with a discussion on establishment of rates by the networks for choice hours. Mr. Mullen pointed out that the law of "supply and demand" governed radio rates, along with the competition of newspapers and magazines. He told Rep. Wolverton that if any steps were taken to regulate broadcasting rates, then he felt the rates of competitive media likewise should be fixed.

Mr. Wolverton did not feel this was necessarily so. He raised the question of broadcast rates in the light of the fact that a station actually gets what he characterized as a "monopoly" when it procures a license for operation of a particular wavelength with given power.

Cahill Urges Clarity

As second witness for NBC, John T. Cahill, network counsel, appearing before the committee on Wednesday, attacked the FCC effort to control business practices in radio, declaring it is "unwise to couple the right to license with the right to govern business practices. The Commission," he declared, "is in a position to enforce any mandate by coupling these two functions.

Mr. Cahill, in his brief prepared statement, first reviewed the Communications Acts of 1927 and 1934, stating that need for the acts had arisen from a "chaotic" condition in broadcasting caused by lack of regulation on channel operation. He indicated that despite the clearing up of some aspects of the broadcasting picture there was still "great" need in future communications acts or amendments for "clear definitions of what constitutes public interest, convenience and necessity." He said that NBC endorsed the request of NAB for "this clarification".

"We advocate," he added, "a reaffirmation of the clear purpose of the 1934 Act of a denial of control over the business aspects of network broadcasting."

Rep. Sanders repeated his line of questioning on Sec. 7 of the Sanders bill which would authorize FCC investigations on network organization of stations, regulation and licensing of networks, multiple ownership and other controversial proposals.

Mr. Cahill agreed with Mr. Miller that he felt all were matters on which Congress should lay down the fundamental principles. Mr. Cahill also said he felt the FCC should have sufficient facts in its possession, based on past investigations, to present a report to Congress for policy determination on any future legislation.

"Do you feel," Rep. Sanders asked, "that the framework in which licenses could be obtained should be outlined by Congress and not left to the discretion of the FCC?"

Opposes Discrimination

Following Mr. Cahill's assent, Rep. Sanders then swung to the newspaper ownership controversy. "With regard to licensing of stations," he asked, "what are your views on persons not getting licenses because they are engaged in other businesses such as newspapers?" Mr. Cahill replied that such a practice would be "very undesirable" and termed it "discrimination". He saw "no reason for discrimination", in response to a question.

Chairman Lea took over questioning, with the request that Mr. Cahill indicate what was most needed for clarity of Congressional control of the FCC. The NBC counsel replied that one of the "great" needs was for an express statement in the Communications Act that the FCC should not have control of the business practices of broadcasters in view of the fact that other Government agencies could apply such control.

He again pointed out that the FTC has this power under its fair trade practices control and the anti-trust division of the Department of Justice could act on any allegations of "monopoly" and other business conduct.

Mr. Cahill added that broadcasting was a "highly" competitive business and that "public taste could govern practices of broadcasters."

Rep. Wolverton contested Mr. Cahill's observation that competition would be an important factor in the business conduct of broadcasters. He said that in some instances there was "no competition" in broadcasting and illustrated with a theoretical case of two sponsors seeking the same network time.

He said that the networks themselves could discriminate against advertisers by not giving them a desired time. Mr. Cahill contended that despite any such instances competition still existed since an advertiser could go to another network for time.

Fault of Personnel

Rep. Wolverton then said that the "faults" in FCC administration "might lie in the fact that Congress has not appointed personnel who are sufficiently aware of the extent of FCC regulation." He then contended, however, that regulation of broadcasting was necessary since "competition alone would not protect the rights of the people." He implied that broadcasting monopolies existed under the channel licensing system. Mr. Cahill said that contrary to this view the licensing regulations prevent monopolies, pointing out the limitations placed on stations' power and coverage.

Paley Testifies

Mr. Paley's presentation, which struck directly at the FCC's purported arrogation of regulatory power to itself, was followed closely by the committee. As during the preceding day, more than a dozen members sat. Mr. Paley was frequently interrupted by committee members who sought elaboration on his contentions of FCC encroachment upon freedom of radio and upon the economics of the industry.

Expressing appreciation for the opportunity to appear in connection with the pending legislation, Mr. Paley said at the outset it is not at all unlikely that before the deliberations are completed "the lenses will have been widened for a view of the whole picture of the legislative situation in which broadcasting finds itself." And it may

well be, he asserted, "that you will consider basic changes in the fundamental radio law."

Mr. Paley admonished the committee that radio is not perfect and that he did not believe Congress or anyone else will ever think straight about broadcasting until it is recognized that there are some limitations. The physical limitation on the number of wavelengths makes it impossible to do everything that everybody wants, he pointed out. Congress should look upon a system whereby it will do the "greatest good for the greatest number" but not take the perfectionist view.

A plea that radio be kept "completely free" and that Congress should specify a legislative framework for radio which is in harmony with the Constitutional guaranty of freedom of speech was made by the CBS executive. He said that today freedom of the air is at least as important to the American people as freedom of the press.

Easy to Shut Off

Alluding to radio freedom as compared to the press, Mr. Paley said he had become convinced that, in Lincoln's phrase, radio "cannot live half slave and half free." While radio has been "self-regulating" to a remarkable degree, Mr. Paley said that the sovereign right of every listener to "snap the switch and shut off his radio or to shift his dial from one station to another" has been the greatest single factor in broadcasting's onward march.

Mr. Paley said he did not ask that broadcasters be immune to any of the normal laws and regulations which govern and properly govern business. "I only say that the laws of broadcasting itself should be deliberately designed to make it lawful and honorable and proper and right for radio to grow and flourish. I say that the basic law of radio should be deliberately drawn to keep radio free, rather than to throttle and hamstring it by shoving it into any strait-jacket of the wrong kind of regulation."

Striking his thesis, Mr. Paley said that broadcasters have recognized from the start that they must be subject to "traffic" regulation. This will be true so long as there is a limit on the number of wavelengths. A commission has to prescribe physical and engineering standards and to see that facilities are fairly distributed over the nation and that broadcasters stay on their assigned wavelengths. The core of the problem, he said, is "to what extent, if any, beyond the regulation of physical requirements, shall the licensing authority have the power to shape or control radio broadcasting in this country."

Pointing to the FCC as a commission with "life and death powers over radio broadcasting stations", Mr. Paley said that because regulation inevitably feeds on itself as does the crusading spirit, it is reasonable to expect that a commission with such powers "would be trying to regulate more and more, rather than less and less."

Vague Language

When the radio law was first written in 1927, Mr. Paley said, the legislators apparently saw these dangers and the early law specifically denied the Commission the right to censor programs. Until recently "we all thought we knew what the radio statute meant," he said. Then came the network rules and in them "the philosophy bared in defending them, we discovered broad and bold assertions of all sorts of new powers, projected in a maze of uncertainty as to the legal recourse we had against what the Commission sought to do."

This observation brought considerable questioning. Rep. Wolverton suggested that the network rules be described in detail to the committee in the belief that such an explanation would be helpful in considering new legislation. Mr. Paley asserted a later witness—Judge Burns—would cover this subject. He commented that the FCC had used "some vague language in the law" as its authority for the promulgation of these rules.

Asked by Rep. Sanders to what extent the Commission had gone beyond physical limitations in regulating radio, Mr. Paley said the network rules in his judgment go far beyond that. It had always been felt, he said, that the Commission could have "an overall look" at stations, in determining public interest, convenience and necessity. It was never thought until now, he said, that the Commission could go beyond the "general look" and get into business aspects of broadcasting.

Asked by Rep. Brown (R-Ohio), a newspaper publisher, about censorship aspects, Mr. Paley said there is language in the proposed network regulations which indicated to him that the Commission feels it can and ultimately will go into program regulation.

Comparing newspapers to radio, Mr. Paley said that a publisher will be jailed because of violation of the laws, but his rights to publishing are not taken away. A station, on the other hand, can have its license revoked.

Business Aspects

Rep. Sanders, as author of the bill, said he thought it desirable to have some one familiar with the business aspects of broadcasting analyze the rules in detail to the committee and set out those steps which broadcasters fear encroach upon their freedom.

Chairman Lea interposed that Blackstone 200 years ago observed the legislative approach should be "what is the present law; what is the evil of it, and what is the remedy." He said the Committee desired that sort of information from witnesses.

Returning to his prepared presentation, Mr. Paley said that after issuance of the network monopoly rules, it was realized for the first time that the broader and the vaguer the Commission's powers, and the deeper the broadcaster's uncertainties as to his rights, his obligations and his avenues of relief, the more dangerous does the situation become.

Alluding to the pending litigation in the Supreme Court over the Commission's power to make the regulations, Mr. Paley said that apart from the legal question, he felt the laws "will be destructive to our nationwide system of broadcasting". He said the courts will decide whether the present statute gives the Commission the powers it now claims for the first time since the original law was written. If decided in favor of the Commission, powers "which we think were never intended for it by Congress will be placed in the hands of the Commission."

He said that students of the situ-

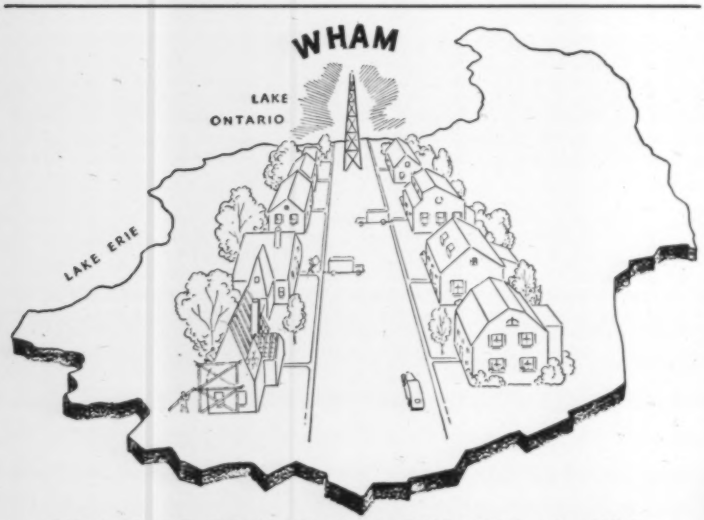
Jack DeWitt Given Leave For Bell Labs. Project

JACK DeWITT, chief engineer of WSM, Nashville, has taken leave of absence for the duration to work on military radio equipment at the Bell Laboratories in Whippany, N. J. Mr. DeWitt, long prominent in industry radio affairs, was connected with the Bell Laboratories before joining WSM.

Mr. DeWitt

Mr. Bearden

His place at the Nashville station has been taken by George Reynolds, veteran WSM engineer. Walter E. Bearden, also of the WSM engineering staff, is leaving the station to do work with the Columbia U branch of the National Research Council, stationed at Lakehurst, N. J.



WAR PRODUCTION BRINGS A BIG PLUS-LISTENERSHIP TO WHAMland

WHAM gives you not just Rochester's war-workers' housing project . . . but coverage of six such projects. WHAMland's 900,000 radio homes have become 900,000 PLUS. All around this area's humming war plants are growing communities of new homes . . . a prosperous, well-paid addition to WHAM's loyal family of listeners.

WHAM's 50,000 watt, clear-channel signal reaches out, day and night, twenty-four hours a day, to the homes of 43 war-busy counties. To them WHAM brings the news and the entertainment that listeners the country over have picked as first choice. WHAM's bonus-coverage now becomes bonus-coverage PLUS . . . still at approximately one-third the cost of localized coverage of the same area.

WHAM
ROCHESTER, N. Y.

National Representatives:
GEORGE P. HOLLINGBERY CO.

50,000 Watts . . . Clear Channel . . . Full Time . . . Affiliated with the Red Network of the N.B.C. and the Blue Network Co.

"The Stromberg-Carlson Station"

We Merchandise!

Follow-through! The difference between a good radio program —and a SUCCESSFUL one! We aim to move listeners from their radios to your retail outlets—repeatedly . . . automatically! Are we successful? Write for facts!

WCBM
The Blue Network
BALTIMORE, MARYLAND
Natl. Rep.—Foreman Co., N.Y. & Chi.

sion created by the network rules now realize that the uncertainties of the existing law might well allow the Commission to achieve its present objectives or practically any objectives without a court issue being drawn, or at least without the networks having any adequate redress even if they got into court.

A Real Danger

He said this is based largely on the "public interest, convenience or necessity clause in the Act, which is susceptible of limitless interpretation." "I say to you now that a resourceful Commission so-minded might well devise ways to seize control of every phase of broadcasting regardless of the prohibitions and the silences in the present status on which we have relied so heavily in the past. This is a danger and a very real one," he said.

The very announcement by the Commission that it will not look with favor on broadcasting of a certain type will be enough to have programs of that type off the air all over the country in 24 hours. Stations must go to the Commission on many different types of petitions or applications. He said great danger exists whether the Commission can censor programs in advance or whether it is in the position to revoke a license or hand a wavelength to someone else by an ex post facto judgment that programs have not been in the public interest.

If the Commission is once able to say it does not like a particular type of advertising or jazz music or dramatic programs, or that a station should have taken a program from a particular network, he said the broadcaster is bound hand and foot "subject to subservient compliance or the death penalty".

"One victory for the Commission in any such judgment after the fact, and from then on its whispered wishes will be amplified all over the kilocycles in the land. So, in effect, power of censorship after publication in the hands of a licensing authority in reality can always be power of censorship before publication which is contrary to the whole theory of freedom of speech and of publication in America."

Referring to his previous testimony that the core of the problem was whether the Commission should have power to regulate broadcasting beyond necessary physical requirements, Mr. Paley said it was his "sober judgment that regulation by the FCC should stop at physical requirements." He said there are laws covering the conduct of broadcasters as well as of other business men and there are governmental departments charged with bringing into the courts for punishment or correction violations of those laws.

Editorial Function

In the past, Mr. Paley said, radio has taken the uncompromising position that broadcasting differed from the press in one important particular, namely licensing. For that reason, broadcasting decided forever to forswear the editorial function.

He said, however, that he had changed his mind in connection with previous statements that fairness and freedom from editorial bias should be a condition precedent to holding a license, and that the Commission, if it had the power, and the Congress, if it did not, should enforce this condition upon broadcasting. He said that for a year his associates had struggled for a tenable suggestion as to how to write such a law and to create machinery to administer it without utterly destroying the freedom of radio.

"I am simply afraid it cannot be done," he said. "I believe that whoever has this power and however it is sought to be exercised, the only result can be to throttle free speech in the very commendable effort to make it free."

He essayed to tell the committee by analogy why he had changed his mind. The country may be approaching a time when newsprint, because of the war shortage, will be rationed. The committee or commission empowered to ration newsprint solely because the amount is limited would be very similar in function to the FCC rationing wavelengths because the number of them is limited.

"Now suppose such a commission or committee were permitted by statute to ration newsprint," he continued. "Suppose it were told, 'You may form your own judgment as to the fairness of the news in various newspapers in America and you may proportion the allotments of these newspapers on the basis of their relative fairness in their communities.' Can you imagine freedom of the press in America continuing to exist for 20 minutes? Or suppose, even, that you made such a commission only a sort of prosecutor and suppose it had to go before a Federal court or some other specially constituted tribunal and demonstrate that a given newspaper was unfair and therefore should suffer in its paper ration. How many newspapers do you think would be bold and brave and independent with such hazards of annihilation hanging over their heads?"

Because the facts and the expositions of all points of view reach the audience in so many ways, Mr. Paley contended there is very little real danger of unfairness and editorial bias over the air. Available studies, he said, show that listeners believe radio is fair and trustworthy. He said it was his honest conviction that while radio must be fair and must never be editorial, legislation is not necessary to bring this about.

He declared that in his judgment mathematical measurement of fairness would not work at all and that laws or regulations prescribing this would in the end serve to make news reports and analyses "dreary, wishy-washy and tedious, would compel ignoring the breaks of the news, the relative importance of events, the comparative importance, from the standpoint of their ability to bring about action, of the various proponents and opponents of any point of view." Any effort to legislate or regulate the editorial function of radio, Mr. Paley said, would "not only fail to achieve the desired result, but will inevitably kill the thing sought to be protected."

Not Interlopers

Nearing conclusion of his prepared statement, Mr. Paley observed he had said virtually nothing about the network regulations which have had the industry "standing on its head for the past year". He alluded to the pendency of litigation on these rules, and said that briefs and copies of the record in the proceeding will be made available to the committee if it desires.

Mr. Paley also referred the committee to his testimony a year ago before the Senate Interstate Commerce Committee in connection

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WRC
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RED NETWORK OF NATIONAL BROADCASTING CO.
Represented Nationally by NBC Spot Sales Offices in Washington — New York — Chicago — San Francisco — Boston — Cleveland — Denver and Hollywood
* Apologies to Famous First Facts

IT'S SORTA CROWDED HERE. SHALL WE TURN TO PAGE 31?

with the White resolution when he went exhaustively into the subject. He said he tried to show that network broadcasting never should be reduced to a sort of catch-as-catch-can commercialism, driven for its survival to a sort of opportunist competition to sell this half-hour and that quarter-hour before somebody else could sell it. He said he had told the Senate Committee he thought the majority of the Commission had been able to "make us seem to be outlaws, interlopers and monopolists" simply because networks were not licensed. Declaring he "rejected any such role", he concluded that "I believe that either through licensing, some words of recognition in the statute, or somehow, networks richly and thoroughly deserve to be validated and legitimatized by Congress."

Removing Doubt

Returning to the stand Wednesday afternoon, Mr. Paley sought to clear up one or two points about which committee members had questioned him during his previous testimony. He said that with the issuance of the so-called monopoly regulations, it was evident the FCC was showing "an appetite" for more power. It was evident also that the Commission was seeking to invade indirectly the program field and that Congress in redefining the FCC's authority, should clear up any doubts or ambiguities as to the Commission's precise powers.

Mr. Paley said he did not feel there was any danger of concentration of power in the hands of networks through acquisition of managed and operated stations. While he felt the FCC did not have the legal right to block station sales from the standpoint of price, he asserted it had effectively done so and had made clear its opposition to further acquisition of stations by networks.

Emphasizing that in his judgment there was no latent danger of undue control of public opinion by networks through ownership and operation of stations, he pointed out that in spite of the fact that there have been no natural limitations, only three press associations have developed, there are only four national magazines with more than 2½ million circulation and there is only one chain of newspapers totaling more than 25.

Originating Points

It is desirable for networks to own stations in certain localities, he said, because of their importance as program originating points. He enumerated New York, Chicago, Los Angeles and Washington as desirable from that standpoint. Moreover, there have been instances where the network has been unable to make a satisfactory arrangement with affiliates in particular markets, and therefore has sought to buy or lease stations.

Beyond that, he said, it has been found that in some cities affiliates do not find it expedient to clear for public service programs, featuring members of Congress, Cabinet officials, and others in public life. He said this situation led to the acquisition by CBS some years ago of WJSV, Washington.

Placing of a limitation on the number of stations which networks may own grows out of a "fear of domination", he said. Calling this completely theoretical, he said no one can prove that a network ever has exerted improper influences. There is no reason why a network cannot operate a station as well as any other owner and in many instances the operation should be better, he declared.

If networks should at any time acquire stations in any large number, and should evil practices result, Mr. Paley said that two safeguards readily could be applied, (1) the Department of Justice could institute anti-trust proceedings if applicable and (2) Congress could always legislate. Legislation, he said, should be based on evils that can be proved and not on future speculation.

A detailed questioning of Mr. Paley on the scope and nature of CBS contracts with affiliates was undertaken by Rep. Hinshaw. Mr. Paley explained there are no special limitations but that many factors are taken into account. Networks seek to avoid duplicate coverage wherever possible, he said. Asked whether the group of some 400 independent stations could not undertake another network venture, Mr. Paley said there was no reason other than the business risks. He said there was nothing to prevent them from going into network operation.

License Problems

Mr. Sanders brought up the question of licensing of networks, which Mr. Paley had recommended in testimony last year before the Senate committee. The CBS president said that at that time he felt networks should be licensed as a means of avoiding "back alley" efforts to regulate networks such as is involved in the chain-monopoly regulations.

At that time, he said, the question went to the network monopoly regulations rather than the pending proposal before the House Committee to write a new radio law. He said he felt that Congress should recognize the validity of networks and license them. But Mr. Paley explained that if his new philosophy expounded to the House Committee—limiting the FCC to regulation of only physical aspects of broadcasting—is accepted, there would be little reason for the licensing of networks.

Mr. Sanders took issue with this observation on the ground that Mr. Paley's whole statement was based on seeking protection against unnecessary regulation and that his licensing policy position appeared to be inconsistent with that view.

"I am talking about an entirely free radio," Mr. Paley said. "I believe it will be unnecessary to license networks if my philosophy of regulation is accepted. If it isn't, then I favor the licensing process."

Mr. Paley observed that the FCC "has been dealing with us through back alleys", through network affiliates and "smearing us obliquely". He said that if regulation were restricted to physical aspects, there would be no danger of such regulatory encroachments. Asked specifically by Mr. Sanders whether he believed in licensing of networks, Mr. Paley said that "if we are going to have the kind of law we have today, yes. If not, I do not believe licensing is necessary."

Elmer Davis Appears

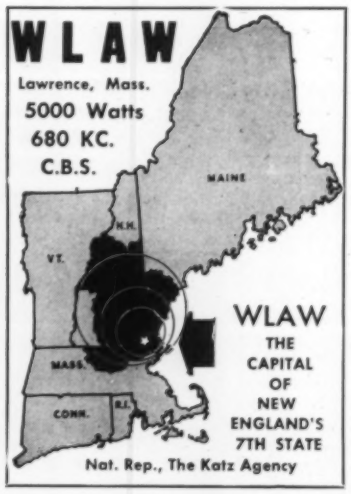
Elmer Davis, famed CBS news analyst, followed Mr. Paley to defend radio's editorial freedom. While he read from a prepared statement, he extemporized several times, and observed he felt the FCC's indicated encroachments on broadcasting would affect the public interest adversely. If the FCC gets the power it now claims it has, he said, there would be real danger to freedom of radio.

Mr. Davis explained he had been in the news business off and on for nearly 40 years, and that since 1939 he has been with CBS as one of its regular commentators. His principal responsibility is his 8:55 to 9 p. m. broadcast, he said.

Mr. Davis explained at length the manner in which news broadcasts are developed and the infinite degree of work entailed in the preparation of even a short broadcast. As one radio executive has put it, he said, "radio has nothing but a front page".

Any presentation of news requires some editorial judgment, he declared, in commenting on the "self-denying ordinances which radio networks have imposed on themselves". If it be said that the broadcaster's personal prejudices are likely to enter into his selection or judgment, the same is true of newspaper editors, he said.

This element of interpretation is always at a minimum in his own broadcasts, Mr. Davis said.



its use when necessary "seems to me essential to performance of the duty of giving the public as accurate a picture as possible of the day's news as it seems to me".

Discusses Censorship

"If radio news editors have on the whole shown considerably better judgment in the past two or three years than those of newspapers (and I believe this cannot be denied)," Mr. Davis said, "it is probably because radio is a comparatively recent news medium; and indeed only became a recognized vehicle of general news, as distinguished from special events, when the present world situation was sharpening itself toward a crisis and the maneuvers of foreign propaganda agencies were becoming apparent. But at present, merely to report what so-called 'news' comes through regular channels, with no attempt to weigh and analyze it, would result in public misinformation, often to the advantage of the enemy."

Mr. Davis held that Government censorship of radio news, except insofar as it involves military secrecy, is "as abhorrent to anyone in the news branch of radio as it would be to newspaper editors". He continued:

"We are all, of course, subject to Government censorship on matters involving military secrecy; and radio, by its nature, is subject to somewhat more rigorous censorship than are publications, especially now that broadcasts from eastern cities could be heard by enemy submarines off the coast.

"To that sort of censorship no one objects," he said, "but any other sort of government censorship, whether positive or negative, would be as abhorrent to anyone in the news branch of radio as it would be to newspaper editors, and in my opinion, it would be quite as injurious to the public interest.

"Need for Government allocation of the air channels is obvious," he went on, "but my experience and observation in radio would not suggest that any advantage could be gained by Government control over news or other programs, whether such control were exercised directly or indirectly . . ."

Avoiding Temptation

"There has never been the faintest idea (at CBS)," he maintained, "of giving the public what we think they ought to believe is true, or what we should like to believe is true; but only what seems to us to be true.

"No doubt," he concluded, "the private executives who at present control — under restrictions — the radio industry have made some mistakes; they are human beings. But any governmental authority which might take their place would also be composed of human beings, whose infallibility could not be too confidently predicted.

"Such a change in the control of radio might remove some temptations, but at the expense of importing others; and so far as my experience and observations go, radio news executives do not yield to any temptations that may exist now, but are animated only by an honest desire to present the news as it actually is.

"Under Government supervision, however high-minded its personnel, there would be constant danger that presentation of the news might be subject to other influences."

Rep. Sanders commended Mr. Davis upon his objectivity and accuracy in reporting the news, and declared he was a regular listener to his analysis. He referred particularly to a parliamentary situation that had developed recently in the House and said Mr. Davis alone had accurately described the event. All other press association, news and radio reports were inaccurate, Rep. Sanders commented.

An Uphill Fight

First witness at the Thursday session in continuing Columbia's presentation was Dr. Frank N. Stanton, the network's director of research, now acting part-time as a consultant in the Office of Facts & Figures in Washington. He is also a member of the Advisory Board of the Office of Radio Research at Columbia U.

Presented to the committee were a series of charts designed to portray at a glance some of the cardinal facts about present-day radio and its growth. In an hour's dissertation, Dr. Stanton explained these charts, the development of radio advertising and the niche CBS occupies in the field. Emphasis was given program standards, with the revelation that CBS has refused some $6,000,000 in business over a period of four years by adhering to these standards.

CBS operation on a wartime basis since Pearl Harbor was covered by Dr. Stanton. He pointed out that today Columbia spends annually some $5,700,000 to furnish sustaining program service to affiliated stations. The CBS telephone bill for wire lines to link its affiliated stations runs some $2,000,000 a year.

Describing CBS' growth, Dr. Stanton brought out that from an original network of 16 stations in 1927 it has grown to 121 U. S. stations, of which 113 are independently-owned affiliates which the network does not control in any way.

"It has taken radio broadcasting 15 years of uphill competition against the older advertising media to win as little as 12 cents of the American advertising dollar," Dr. Stanton said. "How slow the climb has been, even in recent years of widespread radio ownership, can be seen in the fact that radio's share of all advertising expenditures was less than 8 cents per dollar in 1936, less than 11 cents in 1938, and only 12 cents in 1940, despite the fact that radio ownership in those four years increased by more than 7,500,000 homes."

Millions for Sustainers

Describing CBS program service since Pearl Harbor and rigid program standards on war coverage invoked by the network, Dr. Stanton pointed out that in addition to the imposing list of special features, during the first three months of 1942 there were 1,500 sustaining network announcements made over CBS on behalf of the war effort.

As against the figure of $5,700,000 spent for sustaining program service day, Dr. Stanton brought out that in 1931 the figure was about $3,000,000; in 1936 it had increased to $3,500,000, and in 1941, despite the fact that the net-

BRAIN TRUSTERS of WHBF, Rock Island, get a workout every week answering questions submitted by listeners on a novel quiz show, *Stump the Staff*. Deep in the start of concentration are (l to r): Chuck Harrison, chief announcer; Woody Magnuson, program manager; Jack Sherman, originator of the show; Van Patrick, sports director; John Gilbert, musical director. For stumping the staff, listeners win War Stamps.

WDAY for the Red River Valley

FARGO, N. D. • 5000 watts • NBC

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

"WE CATCH 'EM GOIN' AND COMIN'."

boasts Suzy our Steno. "WSAI's two Dixie Terminal Signs, advertising your program and product, reach 73,000 fares, as they pass through the toll gates, commuting between their homes in Northern Kentucky and their jobs in Ohio."

Another instance where WSAI's merchandising program builds an audience for your show and recognition for your product.

WSAI'S SALES AIDS

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2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

IT SELLS FASTER IF IT'S

WSAI IDENTIFIED

CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS • 5,000 WATTS DAY AND NIGHT

work had more hours sold commercially, it reached the total of $5,700,000. Even in the 12 months prior to Pearl Harbor the total CBS network program time was designed almost equally between sustaining programs and commercial originations, he said.

Describing CBS' worldwide news coverage, Dr. Stanton brought out that CBS from April, 1941, through March, 1942, made over 2,000 news pickups from 70 different points throughout the world. There were 774 news pickups in the last year from London alone, he said. Dr. Stanton outlined the results of the Elmo Roper and George Gallup polls on radio as a news source. Mr. Roper's forecasts were within 1% of the actual results of the national election in 1938, he said.

Dr. Stanton broke down surveys conducted from 1938 through 1941 by Mr. Roper for *Fortune* Magazine, covering news preferences of the public, income groups in relation to listening, and listeners' reactions to broadcasting in this country. Influence of network affiliation on the audience, he said, is shown by measurements of listening to stations before and after they have become affiliated with CBS.

Judge Burns for CBS

Appearing as CBS' final witness, Judge John J. Burns, CBS general counsel and a member of its board, amplified previous testimony of Mr. Paley regarding FCC regulatory functions, particularly with respect to the network regulations. He maintained FCC had overstepped its authority in "many ways".

Reviewing the light punitive regulations which the FCC proposes to invoke, Judge Burns said they in effect would negative all existing CBS contracts with affiliates and thereby seriously undermine network operation.

Asked by Rep. Halleck (R-Ind.) whether he could explain "in a word" reasons for the FCC objection to network affiliations, Judge Burns pointedly asserted that the FCC has made loose accusations of "domination of affiliates" and "monopoly charges". He held these were completely without merit and insisted that though affiliates "did want more money from networks, they did not want the Government to get it for them".

Judge Burns declared it had been clearly indicated that affiliates do not desire "Government interference" and they are not in accord, by and large, with FCC views that networks either "dominated" them or had created a "monopoly". He insisted that no evidence had been brought out to show that CBS contracts now in effect work against public interest.

Contending that the networks give local stations "the kind of programs people want and which could not be put on by local stations because of lack of resources," Judge Burns accused the FCC of using "subterfuge" in its licensing policies. He said the Commission consistently has overstepped its authority as an administrative body.

Rep. Halleck said that when Congress set up an administrative body it should be allowed to conduct its affairs so long as it stayed within the limits of its jurisdiction. If such a body "has taken authority upon itself, in excess of powers outlined by Congress, then I am in accord with the recommendation that its powers be clearly outlined," he observed.

'Clever Indirection'

Pursuant to Committee request, Judge Burns distributed copies of the FCC regulations to members and called their attention to the sections which he said would "strike at contractual provisions CBS has with affiliates, providing exclusive service in given localities."

Pulling no punches, Judge Burns described the FCC operation as "a clever bit of indirection". He said the rules in effect tell the affiliates that "you are going to lose your license" in contracting with networks, rather than saying "your contract with networks is no good".

Charging that no consideration was given to the fate of the networks in the hearings in the Senate last year on the White Resolution, Judge Burns said the question of option time, the heart of an affiliation contract, was virtually ignored in those proceedings. The White Resolution, designed to stay the regulations until such time as Congress could resurvey the Communications Act and spell out the functions of the FCC, is gathering dust in a Senate Interstate Commerce Committee pigeonhole.

Rep. Hinshaw inquired into the radio background of FCC Chairman Fly. Judge Burns said that as far as he knew Mr. Fly had had no radio background prior to his appointment to the Commission. Asked by Mr. Hinshaw why Mr. Fly had been appointed chairman of the Commission, Judge Burns observed simply that his appointment to the Commission and the chairmanship were simultaneous. "What then would qualify Mr. Fly as a radio expert?", asked Mr. Hinshaw.

"Well, he attended law school when I did," Judge Burns replied. "But perhaps that would act rather as a detriment."

Stations Afraid

Answering a cross-fire from Reps. Halleck and Hinshaw, Judge Burns said the adroit manner in which the FCC had worked the regulations made it difficult for affiliated stations to challenge the FCC's authority. Few stations are going to "die on the barricades of the fifth amendment", he said, but are going to "bow to the will of the Commission". Beyond that, he said it was most difficult for any private organization to attempt to prove in court that an administrative body has gone beyond its powers.

He attacked particularly the action of the FCC in opposing any sort of review of the regulations. The Commission sought to dismiss the proceedings, he said, on the purely technical ground that its actions were not reviewable and that the regulations did not constitute an order. He described this as the first time a Commission, within his recollection, has attempted to assert such broad powers.

The FCC seeks only to procure from Congress a grant of power sufficiently broad to permit it to ignore Congress thereafter, he declared. By using the element of "indirection", he said, the Commission seeks to assert power over station contracts through threatening stations on renewal of license. He said the FCC should have gone to Congress for this authority.

The Commission, from the practical point of view, is "in the driver's seat, except where it acts without a shred of reason," said Judge Burns. Rep. Hinshaw said that this means that all stations are subject to the will of the Commission, to which Judge Burns assented. He added that with the FCC holding the power of life and death over licensees, unless they are made of "heroic stuff" they are not going to "take on the Commission".

Asked by Rep. Brown whether it

1,000 TINY PLANES
CBS Ceremony Marks Receipt Of Students' Models

A BLACK future for the enemy was symbolized May 2 in the forecourt of the CBS Pacific Coast key station, KNX, when 1,000 scale model airplanes—all painted black—were delivered to the Navy.

The tiny models were made by Los Angeles high school boys according to an exact scale and were assembled in the shape of a gigantic V on the lawn with a Navy guard. The ceremony of delivery was released over the complete CBS network.

Cecil B. DeMille, producer of *Lux Radio Theatre* series and famous film director, was a special guest of honor and Lt. Com. E. R. DeLong accepted the delivery of the planes on behalf of the Navy.

LEHIGH

VERTICAL RADIATORS

EXPERIENCE

Plus
- COVERAGE
- EFFICIENCY
- SATISFACTION
- ECONOMY

RADIO DIVISION
LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PLACE, NEW YORK, N. Y.
PLANT AT ALLENTOWN, PA. OFFICES IN PRINCIPAL CITIES

TO THIS STATION

½ Million People in Northeastern Wisconsin Listen Nearly 60% of the Time—The Only Big Station in This Rich Area. No Other CBS Station can be Heard Regularly.

WTAQ

The only CBS outlet for Northeastern Wisconsin

GREEN BAY, WISCONSIN

vitally necessary that the Commission "be in existence", Judge Burns responded simply that "that is not an overstatement." He called the FCC regulations revolutionary, emphasizing that the Commission used the prefix "no license shall be granted" to affiliates which enter contracts violating the regulations a step that had never been taken before. He called it completely without warrant.

In this connection, Judge Burns pointed out that originally the rules did not read that way, but that Mr. Fly "has very smart advisors and he's quite clever himself." Initially it was based on the FCC's licensing power but was turned around to make it more potent, he said, calling it a credit to their ingenuity".

Insisting the FCC had no authority over business practices of stations, Judge Burns pointed to the recent Supreme Court decision in the Sanders case, as well as the very terms of the Communications Act itself. All broadcasting matters are segregated under Title 3, which does not pertain to public utility common carriers where rates are regulated, he said.

Asked by Rep. Halleck about the FCC's inquiry into newspaper ownership, Judge Burns said the Commission in its rules seeks to spell out instructions against newspaper ownership of stations. "Despite what Mr. Fly says," he declared, if the Commission can exclude a network from station ownership, it can exclude a newspaper. The same would go for any other type of license, he declared. If the network rules are permitted to stand, he said, there would be no question about the FCC's authority to knock off any kind of broadcast station under any given set of circumstances.

They Came and Went

Resuming the stand to conclude his testimony Thursday afternoon, Judge Burns outlined to the Committee the tortuous course followed by the Commission in its so-called chain-monopoly probe, and the many changes in personnel both on the Commission and on its legal staff, which punctuated the proceedings which began in November, 1938.

Chairman Fly himself, he pointed out, never participated in the investigation proceedings, which ran from Nov. 14, 1938, to May 13, 1939. Former Commission Thompson, who participated in writing the report, sat only five days, he brought out. Three separate general counsels were employed during that period, he explained. Of the original committee of four members, he pointed out, only one — Commissioner Walker — now serves on the FCC.

The May 2 report of the Commission, which accompanied the issuance of the proposed rules, he said, did not propose complete abolition of option time. He contended there was no testimony during the investigation on the need for option time and there never was "the slightest intimation" that it would be eliminated.

In the proceedings before the Senate Committee a year ago, at which time he said Chairman Fly retreated somewhat from the position taken by the FCC, it was generally agreed by members of that Committee there should be option time and Chairman Wheeler suggested the networks get together with the FCC to work out some acceptable formula.

An FCC Invention

He described the "non-exclusive option" embodied in the revised rules as a "contradiction in terms" and said it was "an invention of the FCC." Rep. Sanders insisted he had never heard of an option that was not exclusive.

When Judge Burns explained the rules do not bar the purchase of time by the networks but that this provided a way of destroying the economic power of the networks and their ability to serve the people, Rep. Brown asked what was to prevent the networks from purchasing sustaining time at a nominal fee and increasing the rate if the time were sold.

CBS President Paley, called upon to answer this question, explained he had discussed this matter with Chairman Fly and that he had been told it would be a "complete evasion of the law," Chairman Fly's position was that the networks could only purchase the time at the prevailing rate, which Mr. Paley said was in effect the acquisition of sustaining time at full commercial rates.

Rep. Brown interposed that if such a procedure were followed, it would be tantamount to fixing prices. Mr. Paley said that was the inference he received.

Appraising the rule banning network ownership of stations, Judge Burns called it an "unusual extension of administrative power." He said that through it the FCC, after having licensed stations for network ownership and operation, suddenly by a decree proposes that the station must be sold. He alluded also to the rule which in effect forced NBC to divorce its Red and Blue Networks and ultimately sell the Blue.

As former general counsel of the SEC, Judge Burns alluded to the "death sentence" legislation which Congres gave the Commission to force separation of holding companies. But he said the Congress surrounded the Commission's authority with compulsory safeguards of very detailed scope.

If Congress had been "tipped off" on the technique of the FCC, he commented, it would have saved itself a lot of time by simply handing to the SEC licensing power. He described the FCC action on forced sale of stations as "unjustified in all our legal history and administrative experience."

After Judge Burns had read from the Act the specific functions delegated to the FCC on radio, and had pointed out there was only a hidden clause mentioning networks, he said it was obvious the FCC had "wrenched" a word here and a phrase there in its effort to regulate business aspects of broadcasting. He pointed out that Congress even went so far as to specify lighting of towers but that it did not specify regulation of business aspects of broadcasting.

If the Commission's theory of its power over business aspects is true, Judge Burns said, then Congress could have handled the job in one sentence incorporating the authorization to make laws and regulations that regulate the business of broadcasting.

He said the FCC obviously had "scoured and combed" the statute for support of its contention.

Commissioner Craven, described by Judge Burns as "the man generally regarded as the ablest member of the Commission", had testified before the Senate Committee that no consideration was given to the effect of the network rules on the business aspects of broadcasting. He, along with Gov. Case, dissented from the majority action.

Loss of Incentive

If the rules become effective, Judge Burns said, all incentive to spend money on sustaining programs will be lost. The whole field would be opened up to "fly-by-night opportunists" who would be in a position to take away from established networks stations in key markets. Moreover, he said the business would gravitate to the big stations in each market, referring to testimony of other witnesses before the Senate committee.

Judge Burns said he believed the regulations couldn't have been de-

(*Continued on page 116*)

41 for 'Gang Busters'

A TOTAL of 41 stations have signed for *Gang Busters*, since BLUE offered the program to its affiliates for local sponsorship over three weeks ago. The cops-and-robbers thriller, which started on May 1 and is heard Friday, 8-8:30 p.m., will continue on a participating basis until Sept. 18, when Dr. Earle S. Sloan will again take it over on behalf of Sloan's Liniment for a period of 30 weeks.

SECOND HUSBAND
starring
HELEN MENCKEN
and
THE GOODWILL HOUR
now heard on
5,000 Watts Day and Night
WING
NBC Red and The Blue Network
The DAYTON, O. Station

Where But
WSYR
SYRACUSE
Can You Tap the East's Best Farm Audience?

WCAR
Influencing Sales
FAR Beyond Pontiac
In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.
GET THE FACTS FROM WCAR
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

The Northwest's Best Broadcasting Buy
WTCN
BLUE NETWORK
MINNEAPOLIS ST. PAUL
Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.

IF YOU HAVE TIME
TAKE A QUICK LOOK
AT PAGE 31

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

MAY 2 TO MAY 8 INCLUSIVE

Decisions . . .

MAY 5

KOB, Albuquerque—Granted application in part for extension of special service authorization to 9-30-42.

WJMA, Covington, Va. — Granted consent assignment of license to Earl M. Key for total consideration of $15,000.

WGAR, Cleveland—Denied petition for for reconsideration and grant applic. to change to 1220 kc. which was designated for hearing 4-7-42 with related applic. of WHBC and WADC.

WGNY, Newburgh, N. Y.—Denied special service authorization for 1220 kc. with 1 kw., unl. time.

WAAT, Jersey City — Designated for hearing applic. for modification of license to move main studio to Newark.

LICENSE RENEWALS — Granted to **KGU KFQD KFYR KGHL WRNL WSAZ WSUI W45V W47NV W51C.**

MAY 6

WJMS, Ironwood, Mich.; WATW, Ashland, Wis.—Granted modification of license to change corporate name to Upper Michigan-Wisconsin Broadcasting Co., Inc.

NEW, Roy B. Albaugh, Waco, Tex. — Granted petition for leave to dismiss applic. for CP new station.

KFRO, Longview, Tex.—Granted motion to withdraw application for modification of license.

KSAN, San Francisco—Granted petition to dismiss application for CP.

WOAI, San Antonio—Granted petition to intervene in hearing on application of Walmac Co. for new station in Alice, Tex.

KGGM, Albuquerque—Granted motion for postponement to 6-3-42 of hearing on applications of KGGM and KVSF.

NEW, Granite District Radio Broadcasting Co., Murray, Utah—Granted request to continue hearing to 6-5-42.

NEW, Portsmouth Radio Corp., Portsmouth, Va., — Granted motion for continuance of hearing to 6-17-42.

WLAP, Lexington, Ky.—Dismissed petition to intervene in hearing of Butler Broadcasting Co.

Applications . . .

MAY 6

BLUE Network Co., Inc., New York—Authority to transmit programs to CFCF and CBL and the Canadian Broadcasting Corp.

NEW, The Radio Voice of New Hampshire Inc., Manchester—Amend applic. for CP new FM station to change proposed transmitter site, increase coverage to 31,630 sq. mi., population to 2,318,333 and directional and transmitter changes.

W45CM, Columbus, O.—Modification of CP as modified for extension of commencement and completion dates to 6-1-42 and 12-1-42, respectively.

WJAS, Pittsburgh—Modification of CP as modified for extension of completion date to 9-27-42.

NEW, John W. Choate, Leonore V. Choate, E. P. Nicholson Jr. and John Wallbrecht, Middleboro, Ky.—CP new station on 1230 kc., 250 w., unlimited.

KBWD, Brownwood, Tex.—Modification of license to increase to 500 w. N, 1 kw., D.

K49KC, Kansas City, Mo.—Modification of CP for extension of completion date only to 11-23-42.

KVOD, Denver—Modification of CP as modified for extension of completion date to 6-29-42.

KGEI, San Francisco — Modification of CP to add 11730 kc. sharing time.

KOL, Seattle, Wash., — Modification of CP for extension of completion date to 9-1-42.

Tentative Calendar . . .

WJMS, Ironwood, Mich.; WATW, Ashland, Wis., license renewal (May 14).

NEW, Frequency Broadcasting Corp., Brooklyn, CP new station 45.9 mc.; 8,500 sq. mi.; unlimited (May 15).

Hammond Joins COI

LAURENCE HAMMOND, assistant director of the CBS *We, The People* program, sponsored by Gulf Oil Co., Pittsburgh, has resigned to join the radio division of the Office of the Coordinator of Information. Replacing him is Ted Adams, one of the writers of the show, which is produced by Young & Rubicam, New York.

FOR VOLUNTARILY instituting the payroll savings plan in May of 1941, James T. Milne, manager of WELI, New Haven (left) and Patrick J. Goode, president of the station, who is also city postmaster, received a Treasury Dept. certificate at ceremonies last week. WELI joined in a statewide hookup originating at WTIC, Hartford, last Friday to inaugurate the war bond sales campaign.

Edward Ralph Goble

EDWARD RALPH GOBLE, 59, president of Stack-Goble Adv. Agency, Chicago, and former member of advertising staffs of several Chicago newspapers, died May 6 of penumonia in Memorial Hospital, Chicago. Born in Cincinnati, Mr. Goble worked for advertising departments of Chicago newspapers, then moved to Cleveland to return to Chicago in 1910 where he became one of the organizers of the Stack-Goble Agency.

KTKC, Visalia, Cal., has appointed William G. Rambeau Co. as its exclusive national representative.

Theodore B. Creamer

THEODORE BELDING CREAMER, 66, head of Theodore B. Creamer Adv. Agency, Los Angeles, died May 4 from a heart ailment. Mr. Creamer was stricken April 27 but was thought to have been recovering. Nationally known in advertising, he was the Los Angeles copy executive of Lord & Thomas on the California Fruit Growers Exchange (Sunkist), Southern California All Year Club and other accounts for three years, resigning in 1930 to organize his own agency. Prior to coming west he was for 15 years with N. W. Ayer & Son, Philadelphia. Surviving are his widow, Mrs. Elsie S. Creamer, and two sons, Corp. John B. Creamer, formerly account executive of A. & S. Lyons Inc., Beverly Hills, Cal., talent service, and William A. Creamer, with the Hollywood radio department of J. Walter Thompson Co.

Network Accounts

All time Eastern Wartime unless indicated

New Business

GENERAL MOTORS Corps., Detroit (institutional), on June 9 starts *Cheers From the Camps* on 114 CBS stations, Tues., 9:30-10:30 p.m. Agency: Campbell-Ewald Co., Detroit.

SEASIDE OIL Co., Santa Barbara, Cal., on May 18 starts for 13 weeks *Seaside News* on 8 California BLUE stations (KFSD KECA KTMS KERN KGO KFBK KWG KTKC), Mon., Wed., Fri., 5:30-5:45 p.m. (PWT), with repeat on 4 Arizona stations (KTAR KVOA KGLU KYUM), Mon., Wed., Fri., 5:30-5:45 p.m. (MWT). Agency: McCarty Co., Los Angeles.

GENERAL MILLS, Minneapolis (Kix), on May 4 starts *Lightning Jim*, transcribed adventure series, on 12 Pacific BLUE stations (KGO KECA KFSD KTMS KFBK KWG KERN KOH KEX KJR KGA KTKC), Mon., 7-7:30 p.m.; Wed., Fri., 7:30-8 p.m. (PWT). Agency: Blackett-Sample-Hummert, Chicago.

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica), on Oct. 7 starts for 39 weeks Eddie Cantor in *Time to Smile* on NBC, Wed., 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

Renewal Accounts

GENERAL FOODS Corp., New York, on May 4, renewed *The Second Mrs. Burton* on 6 CBS Pacific Coast stations, Mon. thru Fri., 4-4:15 p.m. and shifted product from Jello to Post's 40% Bran Flakes. Agency: Benton & Bowles, N. Y.

BRISTOL-MYERS Co. New York (Vitalis), on July 1 renews for 52 weeks *Mr. District Attorney* on 67 NBC stations, Wed., 9:30-10 p.m. Agency: Pedlar & Ryan, N. Y.

GENERAL MILLS, Minneapolis (Softasilk cake flour), on June 1 renews for 52 weeks *Hymns of All Churches* on 29 NBC stations Mon. thru Thurs. 2:45-3 p.m. and *Betty Crocker* on 29 NBC stations Friday 2:45-3 p.m. Agency: Blackett-Sample-Hummert, Chicago.

GENERAL MILLS, Minenapolis (Gold Medal kitchen-tested flour), on June 1 renews for 52 weeks *Arnold Grimm's Daughter* on 28 NBC stations, Monday through Friday, 2:15-2:30 p.m. Agency: Blackett-Sample-Hummert, Chicago.

GENERAL MILLS, Minneapolis (Wheaties), on June 1 renews for 52 weeks *The Guiding Light*, on 29 NBC stations, Monday through Friday, 2:30-2:45 p.m. Agency: Knox Reeves Adv., Minneapolis.

Network Changes

LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), on May 5 added 4 CBS stations to *Glenn Miller*, a total of 101 CBS stations, Tues., Wed., Thurs., 7:15-7:30 p.m. Agency: Newell-Emmett Co., N. Y.

QUAKER OATS Co., Chicago (food products), on June 5 shifts *That Brewster Boy* on 67 CBS stations from Wed., 7:30-8 p.m. to Fri., 9:30-10 p.m., discontinuing current rebroadcast, Wed., 12-12:30 a.m. Agency: Ruthrauff & Ryan, Chicago.

R. J. REYNOLDS TOBACCO Co. Winston-Salem, N. C. (Camels), on May 15 shifts Bob Hawk's *How'm I Doing?* on 99 CBS stations, Fri., from 7:30-8 p.m. to 10-10:30 p.m. Agency: Wm. Esty & Co., N. Y.

RALSTON PURINA Co., St. Louis (Ry-Krisp), on June 26 discontinues *Elsa Maxwell's Party Line* on 78 BLUE stations, Fri., 10-10:15 p.m. Agency: Gardner Adv. Co., St. Louis.

HECKER PRODUCTS Co., New York, on May 10 shifts products for *The Moylan Sisters* from H-O and Old-Fashioned Oats to Force Toasted Wheat Flakes, and on May 17 renews the program on 13 BLUE stations, Sun., 5-5:15 p.m. Agency: Clements Co., Philadelphia.

CELANESE CORP. OF AMERICA, New York yarns and fabrics), on May 20 shifts *Great Moments In Music* on 59 CBS stations from 10:15-10:45 to 10-10:30 p.m. Agency: Young & Rubicam, N. Y.

CONTI PRODUCTS Corp., New York (soap), on May 8 shifted *Treasury Hour of Song* on 21 MBS stations from Sat., 8-8:30 p.m. to Fri., 10-10:30 p.m. Agency: Bermingham, Castleman & Pierce, N. Y.

PHARMACO Inc., New York (Feen-a-Mint, on May 8 shifted *Double or Nothing* on 100 MBS stations from Sun., 6-6:30 p.m. to Fri., 9:30-10 p.m. Agency: Wm. Esty & Co., N. Y.

JOHN V. L. HOGAN, consulting radio engineer and inventor, and principal owner of WQXR, New York, was named a member (facsimile) of Committee IV (Domestic Broadcasting) of the Defense Communications Board last Thursday.

THE SERVICE RECORD OF 21,000 COMPRESSION CONES IS YOUR MARGIN OF SAFETY IN SPECIFYING "LAPP" FOR ANTENNA STRUCTURE INSULATORS

More than 21,000 Lapp Porcelain Compression cones have gone into service. They range from tiny 3" cones for pipe masts to the large units shown above and recently installed in the new WABC transmitter. In the history of these insulators, covering more than 20 years, we have never heard of a tower failure due to failure of a Lapp porcelain part. Reason enough to specify "Lapp" for tower footing insulators.
Lapp Insulator Co., Inc., LeRoy, N. Y.

This giant base insulator supports one corner of the new WABC tower.

Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

ening of New KICD aits FCC Approval

PORTING that equipment for new KICD, Spencer, Ia., has already been procured, L. W. Andrews, vice-president of the station, announced last week that definite plans for the local's start are pending a final approval of the materials by the FCC. At that time, Mr. Andrews explained, complete staff appointments, which have tentatively been made, will be announced.

KICD was granted Dec. 16, 1941 to Iowa Great Lakes Broadcasting Co. for 100 watts on 1240 kc. and holds the distinction of being the first wartime new grant. Principals are Mr. Andrews, Iowa state employe and director for old age assistance and aid to the blind, vice-president and 30.2% stockholder; Lyle W. Nolan, Ruthvian (Ia.) theatre owner, secretary-treasurer, 10%; Robert G. Lexvold, assistant bank cashier, president, 7.7%. Balance is held in small blocks by 22 other business men.

Onens Heads WCAM

CLARENCE N. ONENS has been named managing director of WCAM, municipally-owned station in Camden, N. J., to succeed the late Fred Caperoon. The appointment was announced May 6 by Mayor Brunner. Mr. Onens will also continue in his present capacity of chief operator and engineer. He has been with WCAM since 1927. His new position does not carry a salary increase for the present, Mayor Brunner said.

Experienced

ED ALLEN, announcer of WGN, Chicago, who volunteered for civilian defense block duty, received and filled out the customary forms, giving his occupation, background, experience etc. Back came a letter from the civilian defense committee informing him that in view of his experience and occupation, he was assigned to sewer and water detail.

Newspaper Merger

THE *Illinois State Register*, Springfield, Ill., has been merged with the *Illinois State Journal* under a 15-year lease. The latter is associated with WCBS, Springfield. Both papers will continue to be published separately, the *Journal* in the morning and the *Register* in the evening.

Philadelphia Night Ball Is Shifted by Sponsors

ALTHOUGH WIBG, Glenside, Pa., was originally scheduled to carry both the day and evening baseball games of the Athletics and Phillies in Philadelphia under split sponsorship of General Mills and Atlantic Refining Co., the night games starting May 22 will be carried by WPEN, Philadelphia. Contract splitting the originating stations was signed May 5. WIBG will continue to carry the day games, with the same announcers moving over to WPEN for night broadcasts.

Operating on a dawn-to-dusk policy, WIBG had expected to go into fulltime operation in time for the night baseball games, as granted by the FCC last year, and at the same time hoped to be established in new studios leased in downtown Philadelphia. No reason was given for the evening switch to WPEN, but it is believed that priorities in building materials affected the completion of WIBG's earlier plans.

CLASSIFIED *Advertisements*

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Salesman—Experienced, with car—salary and commission—excellent opportunity—steady position — advancement — WSKB, McComb—Mississippi's Quality Station.

TECHNICIANS—Studio or Transmitter experience. Register at once; state availability. Vacancies. **AMERICAN COMMUNICATIONS ASSN.**, 1626 Arch St., Philadelphia, Pa.

Opening for Announcer—Sales ability, manage remote studio, excellent opportunity. Box 474, BROADCASTING.

Wanted Immediately—Announcer with any type license necessary to operate broadcast transmitter. Box 463, BROADCASTING.

Engineer-Announcer—Permanent position available for experienced technician with good voice who desires residence in Arizona's warm, healthful, dry climate. Box 458, BROADCASTING.

Situations Wanted

Salesman—Experienced, successful. Excellent references. Draft exempt. Available May fifteenth. Box 469, BROADCASTING.

Producer-Director-Actress-Commentator—Woman university senior with excellent radio and drama background desires an all-around job, preferably with a small station. Box 465, BROADCASTING.

Practical Radio Engineer—Long experience broadcasting up to 50 kw. Conscientious worker, long hours no objection. A-1 references. Desire position where creative ability, self-reliance, hard work essential. Box 456, BROADCASTING.

SPORTS-SPECIAL EVENTS ANNOUNCER—Solid reconstructions, also news, ad lib personality shows, general studio announcing. Seven years' experience, married, one child, draft deferred, twenty-eight years old. Desire permanent position with future. Available June. Box 464, BROADCASTING.

Program - Production Manager — 16 years commercial radio, draft exempt—now with Columbia station. Wishes to make change. Box 471, BROADCASTING.

Salesman—Third registration; dependents. Seasoned experience, ideas, aggressive. Qualified for sales or station management. Desires change. Box 468, BROADCASTING.

ANNOUNCER Now employed as Chief Announcer and Newscaster desires change. Program experience, dramatic experience, commercial, general station routine. Married—25. 3-A draft classification. Box 466, BROADCASTING.

Situations Wanted (Cont'd)

YOUNG WOMAN—Radio graduate New York University desires position small station. Continuity writing, acting, announcing, production. Box 472, BROADCASTING.

Announcer - Operator — Thoroughly experienced combination duties. Radiotelephone first. Married, family. State salary. Available immediately. Box 473, BROADCASTING.

Experienced Sportscaster—Play by play or reconstruction any sport and special events man. Desires make change. Employed present position over two years. Box 459, BROADCASTING.

Production-Assistant—Script editor, earnestly desires opportunity to work with intelligent, efficient director or producer of radio or motion-picture entertainment. Draft exempt. Box 457, BROADCASTING.

LEAVING WAR ZONE. TOP NOTCH RADIO EXECUTIVE—Leaving due to dependents. Qualified station manager, account executive commercial manager. Desires small station managership in undeveloped community. Years of experience. Draft exempt. Opportunity to get top man reasonably. State your proposition to Box 470, BROADCASTING.

Wanted to Buy

BROADCAST STATION EQUIPMENT—1 250-watt transmitter complete with any or all of the associated station and studio equipment. Also 1 175- to 200-foot self-supporting vertical radiator. What can you furnish. Write us at once, giving best price and description. Box 455, BROADCASTING.

Two Combination Lateral-Vertical Transcription Pick-ups — Radio Station WSNY, Schenectady, N. Y.

FCC Recognized Phase Monitor — With or without coaxial switching panel for four element array. Send full information. Radio Station WHKY, Hickory, N. C.

Vertical or vertical - lateral pickup — With or without table. KMMJ.

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Plan to Combine War Information Agencies Studied

New Board Up to President; May Involve Shortwaves

PRESIDENT Roosevelt still has on his desk the projected plan for a new war information setup, probably to be called the War Information Board, which may eventuate into a merger of some of the Government's informational agencies and involve also the ultimate disposition of pending shortwave operational projects.

That the plan is "in the mill" was definitely indicated at the White House last Friday, but it was said the President has had no time lately to give it adequate study. Despite reports that the plan would be released momentarily, it was said that it may be held up for some time yet and it was indicated that all news stories about it so far are in the realm of conjecture.

Merger Plans

The latest story to gain currency is that the Office of Facts & Figures, Office of Government Reports and Office of the Coordinator of Information would have all or part of their functions merged, along with the Army, Navy and War Production Board information sections. This was reported by Jerry Kluttz, whose "Federal Diary" column in the *Washington Post* is often authoritative.

Mr. Kluttz stated that on the board would be representatives of the State, War, Navy and Justice Departments and the WPB. He predicted also that a second executive order would transfer parts of the COI (Donovan Committee) to Army Intelligence and to the Office of Inter-American Affairs (Rockefeller Committee).

This report could not be verified in official sources, which stated that the ultimate plan cannot be predicted for the reason that the President hasn't gone over it yet and, when he does, may make radical changes in it or discard it altogether.

New names were added to the "dope lists" drawn up by reporters of prospects for the chairmanship of the projected War Information Board. Among the new names were Palmer Hoyt, publisher of the *Portland Oregonian*, operating KGW-KEX; Herbert Agar, editor of the *Louisville Courier-Journal*, operating WHAS; Fred Gaertner Jr., managing editor of the *Detroit News*, operating WWJ; Lyle Wilson, chief of the Washington bureau of the United Press.

Previously mentioned [BROADCASTING, April 13] was Elmer Davis, CBS news commentator; Archibald MacLeish, director of OFF; Byron Price, Director of Censorship; Walter Lippmann, columnist; Lowell Mellett, director of the Office of Government Reports; Mark Ethridge, vice-president and general manager of the *Louisville Courier-Journal*, a former NAB president.

KWID in Operation

So far as the shortwaves are concerned, the plan is still understood to be to place their operation under a three-man board chosen from the FCC, the Rockefeller Committee and the Donovan Committee [BROADCASTING, April 20]. Meanwhile, expansion of the shortwave system began last week with the inauguration, without any fanfare or publicity, of the new 100,000-watt KWID, San Francisco, licensed to a company headed by Wesley I. Dumm, chief owner of KSFO, in that city, and KRW, in Oakland, Cal. The station is now beaming 8 to 12 hours daily to the Far East and, with its new design of antenna, will also be utilized by the Rockefeller Committee for Latin American service.

Mr. Dumm's plans for another high-power shortwave outlet in Los Angeles are going forward, it was said, and it is expected that FCC approval and WPB priority for its construction will shortly be forthcoming. The Los Angeles outlet will be constructed first; then it is Mr. Dumm's plan to erect such station in Seattle area.

Atlantic Coast Net Is Formed By Lafount, to Start June 15

Regional Covers Area With Third of Population Of Nation, He Says; WNEW Will Be Key

ATLANTIC COAST Network, a "center-of-population" combination of stations from Boston to Washington, will begin operation June 15 it was announced last week by Harold A Lafount, president of American Broadcasting Co., which will operate the network.

Mr. Lafount

In the making for several years, the regional chain will use WNEW, New York, as the key, and will definitely include WCOP, Boston; WNBC, New Britain; WELI, New Haven; WPEN, Philadelphia. All of these stations are identified with Bulova-Lafount ownership. Mr. Lafount, former member of the Federal Radio Commission, is the directing head of the Bulova radio operations and has had the regional network plan under consideration for the last two years.

There will be outlets in both Baltimore and Washington, but no statement yet has been made regarding them. It was thought likely that WWDC, Washington local, would be the capital city terminus.

Details of the programming of ACN have not yet been announced, beyond the basic idea that the network will result in an improved broadcasting service to the public residing in the north-central Atlantic seaboard region. This area includes roughly one-third of the country's total population. The network's slogan, "The shortest line covering the largest number of people", is based on this concentration of population.

On the commercial side, ACN will offer advertisers a chance to test network radio or a particular program on a smaller scale before invading the national field on a nationwide network.

While Mr. Lafount will be the directing head of the project, sales and program personnel will be named, with several new appointments outside the Bulova-Lafount group in prospect. A rate card will be announced in the immediate future, Mr. Lafount said.

Mr. Bulova, one of the pioneer users of spot time and by far the largest purchaser of time signals for his watch company, holds controlling interest in WNEW, WCOP and WPEN. He holds a minority interest in WNBC and WELI. Mr. Lafount holds minority interest in WCOP, WELI and WNBC.

Drawn for BROADCASTING by Sid Hix

". . . And the Promotion Department Says You've Got to Smoke an El Fumo While You Read Each Report!"

Application to Transfer WWDC Stock Is Filed

APPLICATION for transfer of 100% of the stock of WWDC, Washington's newest local, for a consideration of $110,000, was filed with the FCC last Monday.

Expeditious action is expected on the application which would transfer 195 of the 250 shares to Joseph E. Katz, president of the Baltimore advertising agency of the same name; G. Benentt Larson, supervisor of production of daytime radio of Young & Rubicam, New York, 50 shares, and Charles M. Harrison, financial aide to Mr. Katz, 5 shares. Mr. Larson, under the arrangement, would become manager and leave his New York post.

Application was filed by the present owners, Stanley H. Horner, automotive dealer; Dyke Cullum, former Texas automotive man, and Edwin M. Spence, former manager of WBAL, Baltimore [BROADCASTING, May 4].

Walker Leaves MBS To Enter Hooper Firm

WALLACE A. WALKER, for three years chief statistician of MBS, on May 11 joins C. E. Hooper Inc., according to Fred H. Kenkel, Hooper vice-president. Mr. Walker will be chiefly concerned with the "Continuing Measurement of Radio Listening" reporting service on radio audience distribution among stations in individual markets. This service, started 23 months ago, is now operating in 37 cities.

Educated at St. Paul's and at Yale, Mr. Walker spent several years in banking and insurance before entering radio research. Prior to joining MBS he had made a number of special statistical studies for CBS.

MBS Billings Up

MBS billings for April amounted to $904,845, an increase of 88.4% over the same month last year, when billings were $580,284. Cumulative billings for the year to date are $3,920,986, up 102% from the $1,941,446 billed during the first four months of 1941.

WTMA, Charleston, S. C., NBC outlet, has increased its power from 250 to 1,000 watts, day and night. Station continues to operate on 1250 kc., but will use a directional antenna at night.

LAWRENCE J. HUBBARD has been appointed assistant research director of Crossley Inc., New York and Princeton, N. J.

"WHAT ARE YOUR PERSONAL PEACE AIMS?"

asks ROBERT SHANNON, President
RCA MANUFACTURING CO., INC.

— and he explains: —

"Besides fighting for our liberties, our freedom and our way of life, we're fighting — because we believe that with victory will come an EVEN BETTER WAY OF LIFE!

"After the last World War new products, new services, new industries were born. The automobile business jumped from infancy to a full-grown industry. Radio, which had been considered an experimenter's novelty, became an accepted necessity in every American home.

"Immediately following the successful conclusion of this war, the creation of new goods and services—involving entirely new conceptions of value—should be even greater than the developments following the last war because, as a nation, we move faster and utilize our facilities more economically than we did a generation ago. Entirely new means of communication built around Television, Facsimile, etc., new modes of travel involving cars and planes, unlike anything we have ever seen before are but a few of the possibilities of Victory.

"The war time job of advertising is clear. Advertising, more than anything else, can make our 'will to win' a personal thing. Advertising can crystallize for each individual the tremendously important reasons for victory — his PERSONAL PEACE AIMS. By visualizing the BETTER WAY OF LIFE that will come with VICTORY, advertising can make us all doubly determined to save, sacrifice and speed war production—even beyond our most rigid estimates.

"If advertising can contribute to the fulfillment of this objective, it will have amply served our nation in its all-out Victory war program."

★ To the great names in American business whose continued advertising is a flaming symbol of faith in America's future . . . whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy . . . this space is dedicated by The Nation's Station.

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